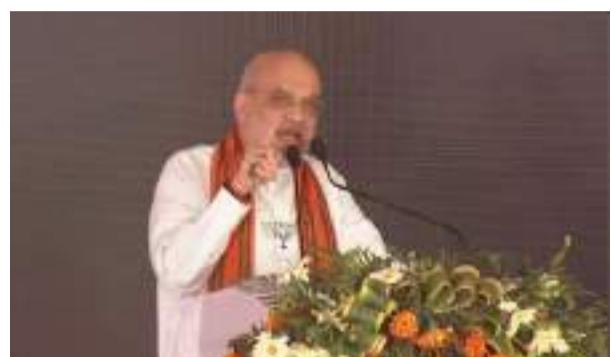


Amit Shah Slams Naveen-Led BJD Govt, Raises Ratna Bhandar Issue

Soroda / Bhubaneswar(KCN): BJP's star campaigner, Union Home Minister Amit Shah, today came down heavily on the ruling BJD party and criticised Chief Minister Naveen Patnaik by accusing him of setting Odisha back by 50 years during his 25-year rule. Speaking at an election rally in Ganjam's Soroda, Shah confidently stated that the days of the Naveen Patnaik government would soon end, and the BJP would come to power in Odisha. Shah pointed out that Patnaik had failed to implement several central welfare schemes, including 'Ayushman Bharat' and 'One Nation One Ration', fearing that PM Modi would gain all the credit and overshadow him. Shah promised the people that if the BJP came to power in the state, these



welfare schemes would be promptly implemented. Shah criticised Patnaik for not allowing devotees access to the four gates of the Srimandir and for not disclosing the probe report of the Ratna Bhandar. Shah promised that when a BJP Chief Minister assumes office in the state, the four gates of the Sree Jagannath Temple will be opened for devotees, and the probe report of the Ratna Bhandar will be made public within six days. He also questioned the Chief Minister about the whereabouts of the

original key of the Ratna Bhandar and the identity of the person who made the duplicate key. Accusing the Chief Minister of shielding Ponzi firms that have looted gullible investors in the state, Shah assured that the BJP government will take stringent action against the people within 18 months of coming to power. Shah alleged that while Prime Minister Narendra Modi is providing free rice to 80 crore people in the country, including

Odisha, Chief Minister Naveen Patnaik is distributing free rice in bags with his image, which Shah considers to be misleading. He dared the chief minister to increase the rice quantity by 2.5 kg instead of providing empty bags, suggesting that this would make the people happier and more supportive of him. Shah also pointed out that in Gujarat, Rajasthan, and Madhya Pradesh, all villages are connected by roads, whereas in Odisha, 6,412 villages lack road connectivity. He assured the people that if they voted for the BJP government in the state, they would ensure road connectivity to all villages within two years.

Shah questioned, that although the people of Odisha had elected Naveen to govern the state, he had delegated power to a non-Odia individual to lead the

government. He also emphasized that while the BJD had been given 25 years to govern the state, the BJP should be given five years to transform it into the top-ranking state in the country, ensuring that no young person would have to migrate in search of jobs.

Additionally,

Shah highlighted the lack of industry, irrigation for farmers, and access to clean drinking water in Ganjam, the Chief Minister's home district.

He promised that if the BJP were elected, Ganjam district would become the top district in the country.

After tearing into the

Naveen Patnaik-led Biju Janata Dal, Shah held a massive roadshow in Cuttack in the evening to canvas for the party's MP and MLA candidates.

CAA gets rolling, first set of 14 people granted citizenship

New Delhi(KCN): The first set of citizenship certificates under the Citizenship (Amendment) Act was issued Wednesday here to 14 people, nearly two months after rules under the contentious law were notified to grant Indian nationality to persecuted non-Muslim migrants from three neighbouring countries.

Union Home Minister Amit Shah termed it a "historic

day", saying the decades-long wait of those who faced religious persecution in Pakistan, Bangladesh and Afghanistan is over. Home Secretary Ajay Kumar Bhalla handed over the certificates to the 14 people after their applications were processed online through a designated portal, an official spokesperson said. This comes in the midst of

the general elections which started April 19. The last phase of polling will be held June 1 while the counting will take place June 4.

The CAA was enacted in December 2019 for granting Indian nationality to persecuted Hindu, Sikh, Jain, Buddhist, Parsi and Christian migrants from Bangladesh, Pakistan and Afghanistan who came to India on or before December 31, 2014.

Congress Leader Rahul Gandhi Addresses Public In Odisha's Bolangir

Bolangir (KCN): Congress leader Rahul Gandhi addressed the

selected, and Rs 1 lakh will be credited into her bank account. We will make

Odisha town. Rahul had initiated his campaign in Odisha



public in Odisha's Bolangir today. Rahul arrived in Bhubaneswar at approximately 11 am, proceeding directly to Balangir for the public meeting around 11:30 am.

"On June 4, a list of all the poor will be compiled. From each family, name of one woman will be

crores of lakhpatis if voted to power. This is called vikas," said Rahul Gandhi.

"BJP wants to destroy Constitution, scrap reservation," added the Congress leader in Bolangir.

Additionally, Rahul is expected to participate in a bike rally in the western

from Salepur in Cuttack district on April 28, but had to address an election rally in Rayagada district via video message on May 3 due to prior commitments related to filing his nomination papers for the Raebareli Lok Sabha seat in Uttar Pradesh.

Bhubaneswar(KCN): Light to moderate thunderstorm with lightning and light to moderate rain likely to affect some parts of some districts of Odisha, predicted the city-based Meteorological centre.

"Light to Moderate Thunderstorm with Lightning and Light to moderate rain likely to affect some parts of districts of Gajapati, Kandhamal, Nuapada, Bolangir, Baragarah, Jharsuguda, Sundergarh, Sambalpur, Deogarh, Keonjhar & Mayurbhanj within next three hours," said the weather department.

"People are advised to keep a watch on the weather and accordingly move to safer places to protect from lightning strike," it added.



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"People are advised to keep a watch on the weather and accordingly move to safer places to protect from lightning strike," it added.



(AIKS), Dr. Inderjeet Singh quotes the statement that there were never such massacres of children by any army in the history of the world. The Israeli Prime Minister Benjamin Netanyahu and the state army must be prosecuted as war

criminals for such a height of cruelty. This war is a crime against humanity. The US Imperialism and other Imperialist countries including UK, France and Germany are extending support to the

Government of Israel to wreak havoc on Palestinians thus exposing the barbaric face of world capitalism. SKM appeals to the people in India and all over the world to rally against US Imperialism and Zionist Netanyahu Government of Israel.

The Indian Farmers' union alleges that imperialist manipulations and Zionist dogma based on hate politics are the root causes of the ongoing genocide. The Jewish people have been subjected to the worst genocide in the history under the Nazi Germany led by Adolf Hitler. The modern state of Israel consisting of the Jewish people is perpetrating the most inhuman, cruel genocide against Palestinians today is a paradox. The successful history of the plural society of India is the answer for the genocide and the threat of Zionism based on racial superiority. SKM demands the Government of India to come out of the clutches of the USA-Israel nexus and regain its status as the voice of the developing countries never compromising on world peace and tranquillity. SKM further puts its demand to all the political parties in India to exert pressure on the State of India to play its historical and most important role for mobilizing people's opinion for world peace. SKM also appeals to all the mass and class organisations and trade unions to join hands against the Imperialist forces led by the USA that stand with Israel and veto the resolutions in the UN Security Council that demands ceasefire. SKM appeals to the people of India to rally and join the massive peace movement world over in solidarity with Palestine.

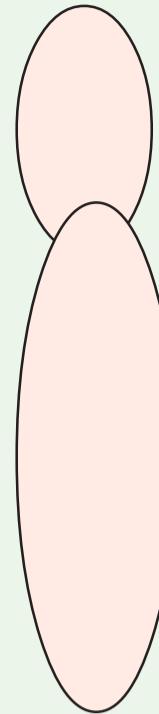
Light's height

Subhanarayan Satapathy



Light's height
Natural or artificial
Effect Apparent and bright
Kinds in Science
Gama, Radio, infrared, visible, ultraviolet light
Manages treatment to safety
The Properties of light
Refraction, reflection, polarization, radiation
Are the nature's creation
Sun, Star, lightening, firefly
Gives Vitamin D to beauty
It's gift of Almighty
CFL, LED, Candle, Tube light
Torch, Lamp is daily necessity
Are the artificial creativity
Home makes bright
Be Healthy with Sunray and moon light
Really, it is Light's Height.

Bijipur, Brhmagiri, Puri
M-9438432023



EDUCATION

By Dr. Arundhati Devi



Education is to enlighten
From teaching moral values
To facing difficult conditions.
Education is an experience
That makes you a noble person.

Education is the one
That teach you how to believe
How to expect and how to swim across the wave.

Education is everything
It is not just the learning of the acts but
It is the training of the mind
To think, act and relax.
Director & Secretary, International Indency
Prevention Movement,
Odisha, Cuttack, Mob. : 9937172810

Quotation of the Day

"Write it on your
heart that every day
is the best day in the
year."

—RALPH WALDO EMERSON



CONSTANT COMPANION

By P. Jagannath Prasad Rao

In the morning of your life
When the morning Sun
With its golden rays of hope
Promises you a brighter day
Make Sai your soul friend.

To be with you the whole day

In the noon of your life
When the scorching heat of worldly
Problems make you sweat
Make Sai your soul friend.

Who like cool breeze will give you rest
In the evening of your life
When remorse for the past and
Fear of future robs you of peace
Make Sai your Soul friend.

Who will be with you in all that you face.

Former State President, SSSSO, Odisha, Bhubaneswar



THE VOICE

By Dr. Tapan Kumar Pal

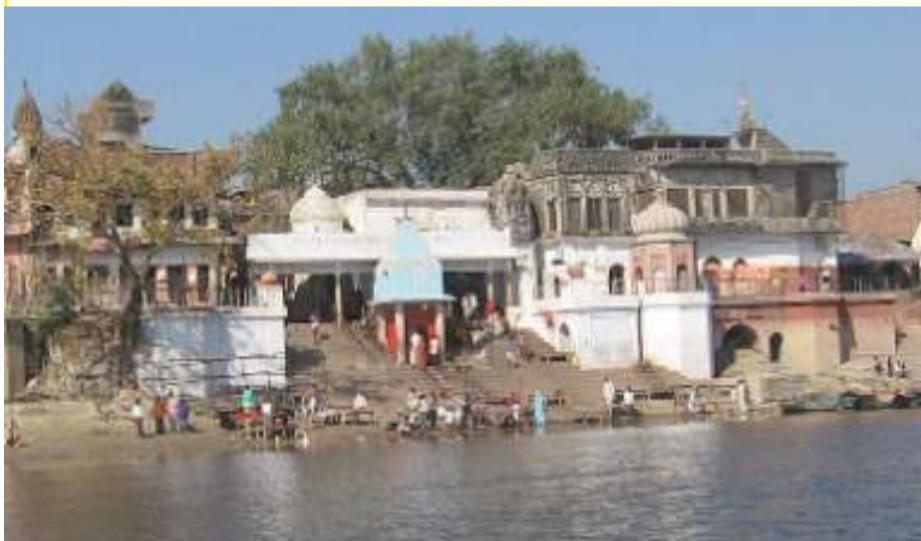
There is a voice inside of you
That whispers all day long
I feel that this is right for me
I know that this is wrong.

No teacher, preacher, parent, friend
Or wise man can decide
What's right for you just listen to



The voice that speaks inside of you.
State Bank of India, Staff Colony,
Daula Sahi, Tulasipur, Cuttack,
Mob. : 9937658362 / 7978796633

Bithoor, Uttar Pradesh



A small town on the banks of River Ganga, near Kanpur, Uttar Pradesh, Bithoor is a place of great religious and historical importance. The town has been mentioned in ancient Hindu manuscripts. According to legends, Bithoor became the residence of Lord Brahma after Lord Vishnu recreated the universe.

Bithoor got its name after a series of changes. Utpalaranya forest is believed to be the site of Brahma's Ashwamedha Yajna (A nail of one of the horses used in the Yajna is believed to have been preserved at the site and stands as a testament to the ancient legend). The temple (one of the few shrines devoted to Lord Brahma in India) also has a Shivalinga named Brahmaeshwar Mahadeva that is believed to have been established by

Brahma. After completion of the yajna, the same forest was given the name of Brahmavart Ghat (the seat of Brahma), which the locals later started calling Bithoor. The first humans, Manu and Shatarupa are also believed to have been created in the Brahmavart Ghat.

Later, Bithoor flourished under the reign of emperor Uttanpad. His son Prince Dhruva (who grew up to be a saint) was a great devotee of Lord Brahma. It is said that Dhruva meditated on one foot to appease Lord Brahma. Delighted with his dedication and devotion, Lord Brahma appeared before him and granted him the boon of immortality and Dhruva became a shining star in the galaxy. The star Dhruva Taara is named after him. Moreover, Dhruva Teela (Dhruva's Hill) still stands in Bithoor as an

evidence to the penance performed by Dhruva.

Bithoor is considered to be a prominent religious place because of its association with the ancient text, Ramayana. The town houses the Valmiki Ashram. It is believed that sage Valmiki composed the Ramayana in this ashram. Goddess Sita took refuge in Valmiki Ashram during her exile and gave birth to Luv and Kush. A place inside the Valmiki Ashram is known as Luv-Kush Jamsthal. It is said that Luv-Kush received their education from Valmiki at this spot.

The ashram also consists of Sita Rasoi, which is believed to be Goddess Sita's kitchen during her exile. Another site, Sita Patal Pravesh, is the site where she decided to unite with mother Earth. Additionally, Lord Hanuman is believed

to have stayed in Valmiki Ashram while searching for the whereabouts of Luv, Kush and Goddess Sita. Therefore, Valmiki Ashram has immense religious significance.

In the 18th century

Maharaja Tikait Rai Bahadur, Diwan of Awadh built a bathing structure of red stone in Bithoor, which is known as Patthar Ghat. This ancient structure stands on the banks of the river Ganga and houses a temple devoted to Lord Shiva, in which the Shivalinga is made from the Kasauti Stone.

During the British

Raj, Bithoor used to

be a part of

Cawnpore (today

known as Kanpur)

district in the United

Provinces. It played

a significant part in

the First War of

Independence of

1857. Rani Laxmi

Bai, a freedom

fighter spent her

childhood in

Bithoor. The Siege

of Cawnpore (5th -

25th June 1857) is

said to have started

in Bithoor near the

premises of Bithoor

Fort. Nana Saheb

(adopted son of

Maratha Peshwa

Baji Rao II) was

banished to Bithoor

after which Bithoor

Fort became the

headquarters for

women and children

of Bithoor

were killed by the British

to spread terror and

their bodies were

found hanging on the

trees of the town.

Bithoor

is remembered as a

place where a large

number of people

were mercilessly

killed for revolting

against the British

in Bithoor.

The actions of the

force led by Nana

Saheb resulted in

the killing of over

300 British men,

women and children

during the Siege of

Cawnpore.

General Havelock

captured Bithoor on

July 19, 1857.

Bithoor Fort, ghats

and temples were set

on fire by the

British officials in

which Mainawati,

Nana Saheb's 14-

year-old daughter

was also burnt to

death. To

commemorate the

memory of

Mainawati, the State

Government named

a road Mainawati

Marg in Kanpur.

Around 25,000 men,

museum, a gallery

containing

historical

relics

from the colonial

period like Royal

Orders, coins,

stamps and other

antiques. It also has

statues of Nana

Saheb, Rani Laxmi

Bai, Tatya Tope and

other freedom

fighters who started

the Siege of

Cawnpore. It is

believed that the

park has old banyan

trees on which were

hung the residents of

Bithoor after

British officials

ordered mass

hangings after the

siege of Cawnpore.

Those historic trees

have been preserved

as a testimony to

the struggle of the

people of Bithoor

against the British.

According to a

legend, before

renouncing his titles

and going to Nepal,

Nana Saheb threw

his jewels in a well.

The well is now

located in the Nana

Saheb Smarak. The

whereabouts of the

jewels are still not

known.

The descendants of

Maratha Peshwas

(Nana Saheb and

his generals) still

reside in Bithoor

and its adjoining

areas. The Maratha

names of those

who reside in

Bithoor include

Tope, Moghe,

Taknikar, Sapre,

Hardekar,</p

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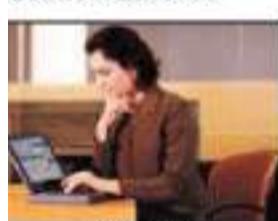
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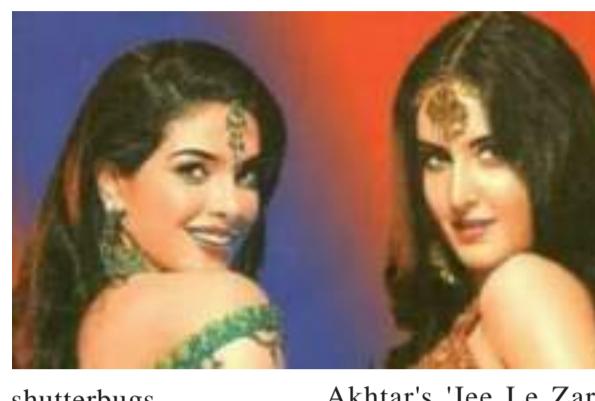
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Priyanka Chopra Drops Sizzling Throwback Picture With Her 'Baby' Katrina Kaif



Global Star Priyanka Chopra takes over the internet with every single one of her posts on social media. Her cute pictures of Maltie Marie to the monthly dumps, all create a major buzz on the internet. She recently dropped an old picture of hers with an actress and fans are in shock.

Priyanka took a trip down memory lane as she dropped an old picture with actress Katrina Kaif. She shared a snapshot of the two from some function back in the day and it went viral within hours. Sharing the picture, she wrote, "Woah... Dunno who took it and when this picture was taken but babies...@katrinakai".

The actresses can be seen wearing shimmering clothes and smiling at the shutterbugs.

Priyanka Chopra and Katrina Kaif will be soon seen in Farhan Akhtar's 'Jee Le Zara' alongside Alia Bhatt. Akhtar announced the film in 2021 and quickly

became one of the most anticipated films. However, since then, there have been no major updates. Priyanka Chopra is married to Hollywood singer-actor Nick Jonas and they have a daughter Maltie Marie who recently made it to actress' Instagram. Katrina on the other hand, tied the knot to actor Vicky Kaushal a couple years back and received a love-filled congratulations from her pal Priyanka. PeeCee shared the wedding picture of Vicky-Katrina on her Insta story and wrote, "So happy for you! Mere yaar ki shaadi hai! Congratulations both of you!" Not many Bollywood actresses' share a very good bond but clearly, these two are an exception.

Shahid Kapoor regrets turning down 'Rang De Basanti': 'Cried reading the script'



Shahid Kapoor is basking in the success of his latest film, 'Teri Baaton Mein Aisa Uljha Jiya'. While speaking about the film and his career to Neha Dhupia, Shahid made a rather shocking revelation. He shared that he was offered a part in the 2006 hit film 'Rang De Basanti', which he eventually declined due to date issues. Headlined by Aamir Khan,

Rang De Basanti' starred an ensemble cast including Siddharth, Atul Kulkarni, Sharman Joshi, Kunal Kapoor and Soha Ali Khan, among others. It was helmed by Rakeysh Omprakash Mehra. Shahid recently appeared on Neha Dhupia's talk show, No Filter Neha Season 6, where he revealed that the makers of the film had approached him for the role of Karan Singhania. The role was eventually played by Siddharth. Sharing why he turned down the offer, Shahid said, "I regret not doing the film. They wanted me to play the role of Siddharth. I'd cried while reading the script and loved it, but unfortunately, I couldn't make time for it." Meanwhile, work-wise, Shahid was last seen in the film 'Teri Baaton Mein Aisa Uljha Jiya' which have a sequel.

Cannes Film Festival: 7 Indian Films Set To Make A Mark At International Platform

The 77th edition of the Cannes Film Festival is set to be held in the French Riviera from May 14 with India set to make its mark on the canvas of the prestigious film festival, considered one of the world's biggest film festivals.

Seven films from India will be a part of the festival. One of the films, and India's big hopes comes in the form of the Malayalam film 'All We Imagine As Light'.

The film, directed by Payal Kapadia, will be screened at the festival on May 23.

'All We Imagine As Light' follows the story of two roommates who serve as nurses at a hospital. How love and self-discovery bring about a change in their perspectives forms the crux of the story.

The film will be the 1st Indian film in the main segment (Palme d'Or) of Cannes, the last was 'Swaham' which was released in 1994.



Another film to be screened at the festival is 'Santosh'. The film is directed by British-Indian filmmaker Sandhya Suri and will be screened at the Un Certain Regard section of 2024 Cannes Film Festival.

Santosh stars Shahana Goswami in the lead role and follows the story of a newly widowed woman who inherits her husband's job as a police constable in rural northern India.

Then there's the Kannada short film 'Sunflowers Were The First Ones To Know' which will be screened under the Cinéfondation or La Cinef section of the Cannes Film Festival. The film is directed by FTII student Chidanand Naik.

The Smita Patil and Naseeruddin Shah-starrer 'Manthan', which was released in 1976, is set to be screened under the Cannes Classics selection. The film also starred Girish Karnad and Kulbhushan Kharbanda.

Actress Radhika Apte's film 'Sister Midnight' too has been selected under the Directors' Fortnight category at the Cannes Film Festival, this year.

The film, directed by Karan Kandhari, is about a wife who navigates the challenges of married life in a slum. Having suffered oppression, she aims to seek revenge.

'In Retreat', directed by Syed Maisam Ali Shah, tells the story of a man who returns to his hometown after many years. The film is set to be screened under the Association for the Distribution of Independent Cinema Section.

The final film on the list is 'The Shameless' directed by Bulgarian director Konstantin Bojanov.

The film's story is set in India, and it has been shot across Nepal and India.

'The Shameless' follows the story of Rani, an Indian sex worker, who goes on a pilgrimage to a remote temple, where she confronts her past, including a love affair, who is imprisoned for murder in Bangalore. The film will be screened under the Un Certain Regard section.

Dunki Review: Shah Rukh Khan, Rajkumar Hirani's Film Will Open Your Heart To Love And Emotions



"The Donkey Route," better known as Dunki Marna, is a colloquial term for illegal migration. This has been and is the story of many, setting off on a journey for a better future or opportunities, far away from the land they called home. Rajkumar Hirani, the master storyteller, who has a knack for picking stories from the hyper-competitive educational system in "Three Idiots" or blind faith in "PK," now addresses the plight of the many migrants, the hopefules who find themselves in hopeless situations, way worse than the one they left behind. The director, back on screens after five years, collaborates with Shah Rukh Khan, giving us a thought-provoking narrative.

Meet Hardyal Singh Dhillon, aka Hardy (Shah Rukh Khan), who helps the Laltu threesome of Mannu (Taapsee Pannu), Buggu (Vikram Kochhar), and Balli (Anil Grover) fulfill their

lifelong dream of going to England. But getting a visa and going through the so-called legal route is far more arduous than they imagined. They decide to go "dunki" and are willing to put themselves through the most dangerous situations just to set foot on the land of promise, England. But is it really what it seems? Driven by the images and tales of the picture-perfect postcard life of the many who had preceded them, they push their way halfway around the globe. From Pakistan to Afghanistan, Iran to Turkey, Portugal, and finally England. This is where reality bites! "God has created the world for all," says

Taapsee's Mannu. "Why can't we share a bit of the same? Why don't you give us a chance to work and help you," says Hardy. As Hardy tells a judge that he has no fear in his own country, all he wants is for people to get a chance to fulfill their dreams wherever.

Open your hearts, don't judge people for where they come from, is the message loud and clear! A world that has divided humanity based on ethnicity and religion, where many are willing to forsake their identities for a few dollars more.

Dunki comes packed with Hirani's signature style, blending a strong message with humor and moving images.

There are no chest-thumping or long-winding monologues. Vicky Kaushal, The Scene-Stealer

Shah Rukh Khan is the star of the show and is equally complemented by Taapsee Pannu, who endears as Mannu and the rest. However, the scene-stealer is Vicky Kaushal, who has a cameo but brings out his character Suki's pathos poignantly.

The first half is hilarious, though a bit slow. The film gains momentum in the second half and will move many who will be able to identify with the scenario. After all, there is no place like home, good, bad, or ugly; it's where we belong and it belongs to us.

Jaane Jaan New Poster Out: Kareena Kapoor, Vijay Varma, Jaideep Ahlawat Raise Curiosity

Makers of the upcoming thriller film 'Jaane Jaan' on Sunday unveiled a new poster. Taking to Instagram, the OTT platform Netflix shared the poster which they captioned, "Every story has 2 sides, but this one has 3. Unravel the mystery of #JaaneJaan on 21 September, only on Netflix!" The new poster features the lead cast of the film Kareena Kapoor Khan, Vijay Varma and Jaideep Ahlawat. Helmed by Sujoy Ghosh, 'Jaane Jaan' is all set to stream on the OTT platform Netflix from September 21. Recently the makers unveiled the film's official trailer which received massive responses from the fans. Jaane Jaan's trailer gives a glimpse into all the mysterious happenings in the chilly and pine-tree-covered Kalimpong, as it delves into the complex intertwined relationships and secrets. Maya (Kareena Kapoor Khan), Naren (Jaideep Ahlawat) and Karan (Vijay Varma) navigate through a web of emotions and unforeseen circumstances as they cover up and uncover clues in a bid to outwit each other. Brace yourself for a journey that will evoke both love and thrill and keep you on the edge of

your seat as you witness power house performances, all through the lens of Sujoy Ghosh. Talking about the trailer launch of the film, Director and Writer, Sujoy Ghosh earlier said, "I am so excited that the audiences finally get to see a glimpse of Jaane Jaan, a film extremely close to my heart. Set in Kalimpong the film sees a love story, a criminal investigation, a budding attraction, mastermind plotting and the will to do anything for love. Essayed by my dream cast of Kareena, Jaideep and Vijay, all in roles so different from what they have been seen

in before. On 21st September, this film will be yours, across the world you'll get to see this thriller come to life and I cannot wait to see what you think!"

Kareena Kapoor earlier said, "I am so excited the trailer is finally yours to see! This is the first time audiences will see me in a thriller, playing something gritty like this. Jaane Jaan was a script that I had to say YES to the first time I heard of it. I have always told Sujoy the USP of this film is its cast and I had a superb time working with Jaideep and Vijay. I can't wait for Netflix audiences to enjoy Jaane Jaan."

THE POWER OF NARRATIVE: STORYTELLING AS A PEDAGOGICAL TOOL IN MBA EDUCATION



In the fast-paced world of business, where information overload is a constant challenge, engaging students and fostering deeper learning requires innovative approaches. This is where storytelling emerges as a powerful pedagogical tool in MBA education. Traditionally, MBA programs rely heavily on textbooks, case studies, and lectures to impart knowledge. While these methods have merit, storytelling offers a unique way to bridge the gap between theory and practice, making complex concepts more relatable and memorable. This article explores the

power of storytelling in MBA education, delving into its benefits, effective implementation strategies, and considerations for educators.

Storytelling enhances the MBA learning experience. Human beings are hardwired for stories. From cave paintings to modern-day Netflix marathons, narratives have captivated us for millennia. This innate love for stories translates perfectly into the classroom setting. Stories tap into emotions, making learning more interesting and enjoyable. Students become invested in the narrative, actively listening and seeking to understand the lessons embedded within. Facts presented in isolation are easily forgotten. Weaving these facts into a compelling

story creates a context that helps students connect the dots, fostering deeper understanding and long-term knowledge retention. Effective business stories don't always have clear-cut endings. They can present challenges, ethical dilemmas, and unexpected turns, prompting students to analyze, question, and develop critical thinking skills.

Storytelling requires clear, concise language, and the ability to connect with an audience. Incorporating stories into the curriculum encourages students to develop their own communication skills, essential for success in any business environment. Stories allow students to step into the shoes of characters, fostering empathy and understanding of diverse perspectives. This is crucial for

building strong leadership and team dynamics in the workplace. Business concepts like strategy, negotiation, and marketing can be abstract and difficult to grasp. Storytelling breathes life into these concepts by providing relatable examples and real-world applications.

Embedding Storytelling in the MBA Curriculum

MBA programs are incorporating storytelling into the curriculum through a variety of engaging methods. Instead of relying solely on dry case studies, educators are choosing those that unfold like narratives, complete with characters, conflict, and resolution. This allows students to analyze the story's progression and identify parallels to real-world situations.

Dr. S. Sai Ganesh

Guest speakers are also being brought in to share their personal journeys as successful entrepreneurs, industry leaders, or alumni. Hearing these firsthand accounts of challenges overcome, triumphs achieved, and valuable lessons learned brings business concepts to life and inspires students. Additionally, frameworks like PremGanapathy's "Dosa Plaza" are being utilized to equip students with a narrative lens for analyzing business cases.

This framework helps them identify key elements within the story, such as the challenges faced, the transformations undergone, and the ultimate learning points. Finally, programs are encouraging students

with work experience to share their own stories and entrepreneurial ventures. This fosters a collaborative learning environment where everyone benefits from the diverse experiences and perspectives of their peers.

Beyond Lectures

Storytelling doesn't have to be a one-way street. Interactive Storytelling Tools like role-playing, business simulations, and digital story telling tools can also be used like stories to enhance the attention level of the students. Create scenarios based on real-world business situations. Students take on different roles, enacting the story and navigating challenges, allowing them to apply concepts in a safe learning environment. Interactive simulations create

immersive narratives where students make decisions and experience the consequences. These simulations can be used to explore leadership styles, marketing strategies, or financial management scenarios. Encourage students to develop short video stories showcasing business ideas, case analysis, or company profiles. This allows them to hone their communication skills and synthesize information in a creative format.

Storytelling's Enduring Impact

Storytelling offers a powerful tool for MBA educators, but its effectiveness hinges on strategic implementation. Prioritizing quality over quantity ensures chosen narratives directly connect to learning objectives, fostering a clear link

between story and core concepts. The focus should be on facilitating learning, not crafting elaborate narratives. Active discussion is essential, prompting students to analyze the narrative and extract valuable business insights. Ultimately, the goal is to strike a balance. While stories should be engaging, their primary purpose remains imparting valuable business knowledge. By adhering to these best practices, MBA programs can leverage the power of storytelling to create a truly enriching and impactful learning experience for future business leaders.

**Professor
School of
Commerce &
Management
Studies (PG)
Dayananda Sagar
University, Kudlu
Gate
Bengaluru
9994780365**

What problem does Congress have with Modi's dream of 'Ek Bharat Shreshtha Bharat'?



The atmosphere of the country is completely heated during the Lok Sabha elections. The entire opposition is trying to corner Prime Minister Narendra Modi. His every attack is directed at Modi, in response to which Modi is leaving no stone unturned. Recently, while addressing the public meeting in Latur, Maharashtra, Modi fiercely targeted the opposition. On this occasion, Modi said, "When I talk about 'Ek Bharat Shreshtha Bharat', the Shahjada of Congress gets fever. They say why does Modi talk about 'Ek Bharat Shreshtha Bharat'?"

After this speech of Modi, 'Ek Bharat Shreshtha Bharat' campaign has become a topic of much discussion. There is an ongoing debate on social media and this campaign is being discussed in village chaupals. People from all the opposition parties including Congress are also criticizing this campaign while Modi supporters are asking what problem does Congress have with Modi's dream of 'Ek Bharat Shreshtha

Bharat'? After all, why doesn't he want India to remain united and reach the pinnacle of excellence?

Before discussing these questions, let us know what is implicit in the concept of 'Ek Bharat Shreshtha Bharat'. Actually, the talk of taking India to the pinnacle of excellence starts with Sardar Vallabhbhai Patel. Patel had called upon the countrymen to unite and live together to create a leading India i.e. a better India. He wanted India to once again achieve the glory of an alert, sensitive, inclusive and strong nation. In ancient times, India had economic, cultural, social and educational glory in the entire world. Then the evil eye of many invaders fell on India. They would come and loot our wealth and go away. After this the country remained stuck in the chains of slavery for a long time. After countless sacrifices, the country became independent in 1947, but after independence, the unity and superiority of India was not even considered.

After independence, due to lack of positive thinking towards the nation, evils like nepotism, corruption and opportunism started becoming dominant. Only a few families started taking economic and political decisions. The adverse effect of this has been that our

country has not been able to move on the path of development at the expected pace. A large section of the society was deprived of equal opportunities and resources for social and economic upliftment. It is impossible to even estimate the amount of loss that the people of our country, especially the young generation, women and the deprived sections of society have suffered due to these circumstances. The political parties enjoying power in the country kept calling the land of India as Mother but it was never given the real respect, honor and glory which should have been given to a mother. After assuming the post of Prime Minister in the year 2014, Narendra Modi resolved to realize the dream seen for the nation by leaders like Patel and Netaji Subhash Chandra Bose. In the latter half of the year 2015, when there was a debate going on in our country on the so-called intolerance, then on the birth anniversary of Sardar Patel, Modi described national unity as supreme and internal vigilance as the capital of freedom and expressed his intention that 'One India, Best India' 'Want to give the form of a plan. PM Modi called upon the countrymen to move the country forward by joining the 'Ek Bharat

Prof. Mahesh Chand Gupta

Shreshtha Bharat' campaign. A few days later, in his familiar style, he invited suggestions from the general public in All India Radio's Mann Ki Baat programme. After this, the common people got connected with the concept of Ek Bharat Shreshtha Bharat. There was a competition among the general public to give suggestions. The idea moved forward as per the suggestions and expectations of the public. The impact of this idea started being seen on all the schemes of Modi government. The spirit of Sabka Saath Sabka Vikas was already there, when Ek Bharat Shreshtha Bharat was added to it, the situation changed rapidly. We all are able to see the winds of change that have blown in the country between 2014 and 2024. Modi has changed the status quo thinking that had persisted for nearly seventy years. Now our youth have got rid of the discriminatory system. Women no longer need to wait long for facilities and needs to be fulfilled. There has been a drastic change in the circumstances hindering development. Those favorable conditions are being created in the country, which are indispensable for development. Our country has become strategically self-

reliant. Earlier, every defense equipment and weapons was imported, but now the army has completely stopped importing hundreds of such equipment and weapons. It is a matter of pride to have a vibrant defense industry in the country. The country's capabilities in water, sky, land and space have proven unprecedented and the nation's progress on the path of new mission of self-reliance is making everyone proud. The morale of the countrymen has been boosted by the abolition of Article 370 from Kashmir. A lot has changed in the country in the last decade, the people of the country are witness to it. On one hand, the Modi government has increased the comforts and facilities for the common people in the last ten years, on the other hand, it has also taken the country to new heights due to all-round development. Our country has reached a position completely capable of dealing with all types of challenges, external and internal. Full credit for this goes to Modi but still Modi politely refuses to take credit for it. Modi says that all this has been possible because of the great Mahayagya of social, economic and constitutional integration, which is going on strengthening

the spirit of 'Ek Bharat Shreshtha Bharat'. Modi also says that just as 'Ek Bharat' for Sardar Patel meant equal opportunity for all, our government is also following the same path. The concept of Ek Bharat includes an India which provides equal opportunities to women, Dalits, underprivileged, tribals and forest dwellers. Where housing, electricity and water facilities are accessible to all without any discrimination. The country is able to do this through 'Sabka Prayas'. The Prime Minister has always emphasized that nothing is impossible if the power of the people is harnessed along with the government. Modi has always connected 140 crore people of the country with his programs and schemes. The result of this is that a large section of people have started doing their every work keeping in mind the broader national goals. It is because of Modi's appeal that students now consider sector specific innovations while choosing their subjects of study and common people keep in mind their personal preferences as well as the goal of self-reliant India while making purchases. Similarly, the industry, farmers and cooperative organizations have also started showing a

tendency to keep the country's goals in mind while taking their decisions. Obviously the Modi government has been successful in making public participation the strength of the country. We can currently see Modi's concept of a better India taking shape in the initiative of self-reliant India. Now the people are moving forward and achieving success by becoming 'One India' and are also contributing in making 'Great India'. This is a miracle of the continuous flow of the sacrament of unity of the country. No matter how the Congress is looking at the revolutionary changes that have taken place in the country during the Modi era, Modi's statement is absolutely correct that earlier the overall development of the country was seen in pieces, through a political lens. In such a situation, many states of the country felt neglected, untouched by development, but today the development of the country is seen in the spirit of 'Ek Bharat Shreshtha Bharat'. Development is now considered synonymous with the unity and integrity of the country. Every single person of the country is connected with the concept of 'Ek Bharat Shreshtha Bharat' and is also hopeful that the dream of a developed

India in 2047 will come true on this path. On the contrary, the disruptive forces want to disintegrate the country. Issues like reservation, caste, religion and inheritance tax are being raised. On one side there is Modi and on the other side those forces who do not even like the concept of 'Ek Bharat Shreshtha Bharat'. Modi expects the feeling of national unity to be fostered through deeper engagement among all the states and union territories of the nation. Our diverse country should always celebrate 'unity in diversity' and the emotional bonds between the countrymen should become stronger, this is Modi's aim. To enable the countrymen to understand this diversity and to promote a sense of common identity, the rich culture, heritage, traditions and customs of the states are being displayed in a unique form on the initiative of Modi.

The general public wants a better India and for this they want to bring Modi for the third time. People believe that only Modi can realize the dream of a better India and a developed India. Modi will have to come again, otherwise this dream will remain only a dream.

The author is a well-known educationist. He has been a professor in Delhi University for 44 years.

"Biswamaya Sri Jagannath" a multi-lingual symposium organised to celebrate Jagannath Sanskriti

Kolkata (PARTHA ROY): "Biswamaya Sri Jagannath" a multi-lingual symposium organised to celebrate Jagannath Sanskriti by Bharatiya Bhasa Parishad, Neelachakra, West Bengal Branch and Sri Jagannath Sahitya Parishad in Kolkata on 12th May 2024.

Bhagwan Sri Jagannath represent the divine unifying spirit of universal brotherhood of mankind transcending all kinds of differences as well as importance of family value.

Jagannath Sanskriti represent rich unifying, solidarity promoting dynamic and evolving socio-cultural heritage of people of Odia Hindu community in Odisha and around the world.

Jagannath culture spreads the message of

Basudhaiba Ktumbakam (world is one family)

The symposium was inaugurated by Sri Srinjoy Bose, Editor of Bengali daily 'Sanvad Pratidin'. Eminent Odia researcher Professor Krushna Chandra Bhuyan, Sri Ashish Jhunjhunwala, Smt Bimala Poddar were guests of honour in the inaugural session which was chaired by eminent Hindi writer Dr. Shambhunath Director of Bharatiya Bhasa Parishad. The discussion was held in two sessions, the first one on 'Sri Jagannath and literature' addressed by Sri Krupasindhu Mishra, an eminent speaker and retired Director of Information & Broadcasting, Govt of Odisha and Dr.

Chakradhar Pradhan, Head of Hindi Dept, Central University Koraput and the second one on 'Sri Jagannath and world culture' which was addressed by eminent scholar Dr. Sk. Maqbool Islam and Member of Odisha Sangeet Natak Akademi Sri Badri Mishra.

Inaugurating the symposium, Sri Srinjoy Bose said that the philosophy of Sri Jagannath is a spontaneous flow of faith and beliefs from within which directs us towards greater realisation in life. His eternal message of peace and mutual trust has a significant role for the survival of humankind today. Dr KC Bhuyan told that Jagannath culture has



spread beyond the borders of Odisha due to his wide acceptability. Dr. S. H. M. B. H. highlighted brotherhood and sisterhood as well as family values of cooperation in Jagannath philosophy.

Sri Krupasindhu Mishra highlighted on the place of the Lord in the literature of all ages starting from Vedic age till date with examples of writing from Adi Sankara to Sri Chaitanya, Tulsi Das to Upendra Bhanja, Bhakti shashtra to Yoga shastra. Dr Chakradhar Pradhan presented many unknown facts of this culture in Hindi and in tribal literature including unique Jagannath Sanskriti of Sambalpur region. Sk Maqbool Islam said

that Sri Jagannath is the central force of the world. One must feel him inside his mind and soul, as He is omnipotent, omnipresent and omniscient. Citing many examples of practices and beliefs prevalent in different parts of India and abroad, he emphasised on internal faith for realisation of the Supreme values of Jagannath culture. Shri Badri Mishra in his poetic style opined that complete surrender is the real way to internalize the Lord. Through various poems written by him, he presented Lord Jagannath as the basis of Brahma, Rudra, Krishna, Agni, Indra, Baruna and Surya. The programme was coordinated by Shri Laxmi Narayan Mallik who said that the Jagannath culture is the

divine melting pot of various religions and cultures, beliefs and faiths that spreads the message of unity and integrity, trust and tolerance, cooperation and coordination for the human kind.

Shri Sushant Kumar Panda, Shri Safalya Kumar Nandi conducted the two sessions.

Shri Krutibasa Mohapatra, Shri Sheshdeb Samal, Shri Ghanashyam Sugla, Smt. Amrita Chaturvedi and others contributed to the success of the symposium. The program concluded with dance presentation by students of Shinjan Nityalaya of Guru

Smt Aloka Kanungo who performed Dashavatara and other compositions in Odissi dance form.

Fisheries Management of Panchet Reservoir: ICAR-CIFRI's initiative

KOLKATA (KCN): Panchet (7511 ha) is a large reservoir on the border of Jharkhand and West Bengal. To assess and monitor the health and conservation status of Panchet Reservoir and develop its physical, chemical, and biological characteristics, such as water quality and fish diversity, ICAR-CIFRI has launched the Ecosystem Health Card for Panchet Reservoir. The livelihoods of 4000-4500 fishermen depend on the fisheries of Panchet.

The habitat quality of research is suitable for fish production and is of medium productivity based on water quality, plankton abundance, and diversity. Plankton productivity, which benefits fish growth, is high in this area. Both



phytoplankton and zooplankton are available here. MEI indicates that the maximum fish yield capacity of Panchet is 148 kg/ha/year. It is worth mentioning that 62 species were recorded from this reservoir. IMCs contributed 45.91% of the total catch. Fishers use Fishing Crafts, such as wooden boats, inflated tubes, tyres, and gear,

such as gill nets, shore seines, hooks and lines, push nets, cast nets, and traps, for their operations. In Indigenous practices, Jhupi is also helpful for catching prawns and small fish species. 100-300 Jhupis are at a time and can be placed together with the support of a bamboo pole. Around 250 grams of live prawns can be caught from each Jhupi with some small fish. I C A R - C I F R I suggested the

The conservation status reveals that Pangasius is at risk of extinction, while Bimaculatus is threatened. 13 species are classified as vulnerable, 22 species are at lower risk and least concerned. This study recommends preserving fish habitats to ensure diversity and sustainable production. Following sustainable strategies for fisheries management: 1. Create a zone-wise plan based on the ecosystem and restrict fishing during the monsoon; 2. Regulate small mesh-size gill net and shore seine operations; 3. Use FADs in the lacustrine zones; 4. Maintain biological diversity; 5. Make the seed certification system mandatory and issue bio-security protocols for cage culture facilities.



GSI Organises Workshop on Application of National Geochemical Mapping Data and Role of National Geo-science Data Repository Portal in Mineral Exploration



Smt Varsha Ashok Aglave, Additional Director General & HOD, Eastern Region, Deputy Director Generals, Directors, senior officers of GSI, Kolkata.

The workshop showcased the importance of National Geo-science Data Repository (NGDR) portal leveraging the National Geochemical Mapping Data to facilitate and expedite the exploration coverage of the country.

The workshop was attended by many government and private organisations such as Indian Bureau of Mines, Central Ground Water Board, Forest Survey of India, etc. and it highlighted the conversant efforts of GSI to disseminate geo-scientific data in the public domain.

Kolkata, (KCN): A workshop on "The application of National Geochemical Mapping Data and the role of National Geo-science Data Repository portal in mineral exploration" was organised by the State Unit: West Bengal & Andaman and Nicobar Islands, Geological Survey of India, Eastern Region, Kolkata today under the leadership of Dr. Santanu Bhattacharya, Deputy Director General, SU-WBAN.

Shri Janardan Prasad, Director General, GSI, presided over the inaugural ceremony as the Chief Guest. Other dignitaries who graced the occasion included

NTPC Kaniha Launches Ambitious "Girl Empowerment Mission 2024":



Kaniha, (KCN): NTPC Kaniha proudly inaugurated the 4th edition of Girl Empowerment Mission 2024 (GEM-2024) on May 14th, 2024, with welcoming 120 spirited girls from 23 neighbouring village schools.

The event was inaugurated by Chief Guest Shri Ashok Kumar Sehgal (Head of Project, NTPC Kaniha). In his address, he emphasized the pivotal role of initiatives and said "GEM is not merely a program; rather, it is our commitment, a promise to

our daughters. It stands as a testament to our belief that every girl possesses the right to education, the right to dream, and the right to determine her own destiny".

The workshop will be organized from 14.05.2024 to 10.06.2024. in the one-month long workshop offers the emphasis on the importance of health, hygiene, and physical well-being, offering sessions on yoga and sports. As the GEM 2024 unfolds, it promises to be a journey of

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Srikakulam and Visakhapatnam. Passengers may also plan their journey accordingly and may search for Special Trains from their boarding points for their destinations where they can get confirmed tickets for their comfort journey. Special Trains are originating from Puri towards Patna, Nizamuddin, New Delhi, Anand Vihar, Shalimar, Santragachhi, Udhna (Surat), Ahmedabad and Bengaluru; from

Cuttack to Hyderabad; from Brahmapur to Surat, Ahmedabad, Secunderabad and Kacheguda. Special trains are also running from Srikakulam to Tirupati. Apart from the above, Special trains are also originating from Visakhapatnam towards Secunderabad, Bengaluru, Tirupati, Kurnool, Kollam, Hatia, Chennai and Sambalpur. As we usher in the summer season, ECoR is delighted to introduce Special Train services to cater to the diverse travel needs of its valuable passengers. Whether it's a pilgrimage, a leisurely vacation or a business trip; ECoR is committed to provide a safe, comfortable and convenient travel experience for all. Apart from running of Special Trains, East Coast Railway has resorted to augmentation of coaches in popular trains having huge demand.

Businessman arrested for grabbing forest land

Rourkela(KCN): A businessman, identified as Rajesh Agarwal, and two of his accomplices have been arrested for allegedly encroaching on forest land and trying to construct a house on it, officials informed here Tuesday. Even though the three were arrested May 11, the Forest Department disclosed the matter Tuesday.

Officials said that Agarwal had been warned repeatedly and letters had been sent to him to vacate the land and stop construction, but he did not do so. "We investigated the matter and there is proof beyond doubt that Agarwal was illegally constructing a building on land belonging



to the Forest department," informed Gyanendra Lima, a ranger of Panposh division. Lima said that when Agarwal did not heed to warnings to stop construction, officials visited the site. "When we visited the under-

construction house, we found two carpenters inside it making furniture. Agarwal was also present and we arrested all three," Lima stated. Officials stated that during interrogation, Agarwal informed that he had purchased the

land from a member of the local tribal community for Rs 15 lakh. However, terming this statement as 'a blatant lie' an official pointed out that Sundargarh is a scheduled district and tribal land cannot be bought. "We are

surprised as to how Agarwal managed to construct a portion of the house without anyone having a whiff of it," the official informed. The three were forwarded to court Tuesday where their bail pleas were rejected.

Ethanol plant construction sparks row in Nayagarh



Nayagarh(KCN): The construction of a new ethanol plant by 'Juststrive Industries Private Ltd', which has its headquarters in Hyderabad, has sparked resentment among locals and environmentalists in Nayagarh district. It is coming up in Haridabandha mouza of Badagotha panchayat under Nuagaon block. However, locals pointed out that it is being constructed on a plot of 60 acres of land which is close to an elephant corridor. This will certainly affect wildlife and the environment, they added. The matter came to the fore after members of local outfit, 'Anchalik Vikash Parishad' and residents of Mahipur and Badagotha areas met Nayagarh District Collector Swadha

Dev Singh and submitted a written complaint in this regard Monday. They urged the district collector to intervene and stop the construction of the ethanol plant. The agitators have also alleged that the management of the company has illegally acquired 26 acres of 'pasture land' for the construction of a road adjacent to the plant. They added that despite repeated protests, road construction has started on the land. The locals also alleged that the plant authorities are going ahead with their plans without the necessary clearances from the State Pollution Control Board (SPCB). They pointed out that their livestock will suffer if the pasture land is converted into a road. The registration of 60

acres of land in the name of 'Juststrive Industries Private Ltd' without a proper road connection has come as a huge shock to the residents of the area. Usually, in such cases, companies have to show that they have acquired industrial land with road connectivity. However, in this case, the rules have not been followed, the members of 'Anchalik Vikash Parishad' pointed out. They added that the status of the land had been changed to 'Gharabari' (homestead) which indicates ample proof of foul play. The villagers informed that when a common man purchases land without having a proper road connection, registration is denied. However, in this case, all rules have been waived.

They added that the 26 acres of land couldn't have been acquired by the plant management without the tacit involvement of the local administration. One of the owners of the company, Ajay Kumar Mohanty however, asserted that the plant is being constructed after getting all the necessary permissions and clearances from state-owned IPICOL. He also said that permission to construct the road on pasture land has been obtained. Mohanty added that they are holding discussions with villagers who are against road construction, to solve the matter amicably. He pointed out that setting up of the plant will help people as local residents will get jobs and there will be many who will indirectly benefit from the unit.

Illegal liquor-making units busted in Keonjhar



Hatadihi(KCN): Acting on a tip-off, police busted a number of country-liquor manufacturing units and seized huge quantities of mahua during raids at the Hadagarh Wildlife Sanctuary under Soso police limits in Keonjhar

district Tuesday. The police team was led by DSP Prasant Kumar Behera of Anandapur sub-division. The team first raided villages under Soso and Nandipada police limits from where they seized huge quantities of mahua. Locals are alarmed at the

presence of such illegal liquor manufacturing units within the sanctuary. They said that people involved in the activities might also be associated with poaching. The presence of criminals will only endanger the lives of elephants and other animals in the sanctuary, they opined. However, the miscreants working in these units managed to escape and evaded arrest. Three cases in this regard have been registered at the Soso police station, cops said. They added that raids will be conducted again shortly to nab people dealing in illegal liquor.

3 critical among 6 hurt in bee attack

Mohana(KCN): Six persons were injured, including three critically, after they came under attack by a swarm of tiger bees near Chhatabhari village under Mohana police limits in Gajapati district, Sunday. Sources said four members of a family who were travelling in a car from Berhampur to Mohana stopped near Chhatabhari village to answer a call of nature. When they came out of the vehicle after parking it under a tree, a swarm of honey bees suddenly attacked them. They ran back into the car for cover.



However, the bees followed them into the vehicle and stung all those present inside. The angry bees didn't even spare some passersby who too received injuries in the attack. All the injured persons were rescued and rushed to Mohana hospital for treatment.

Later as the condition of three persons, who were critically injured, deteriorated they were shifted to MKCG Medical College and Hospital, said authorities at Mohana hospital. Their treatment was on when reports last came in.



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Modicare Limited launches Blue Light Shield range under its color cosmetics brand, Urban Color London

New Delhi: Modicare Limited, one of India's leading direct selling companies, recently launched Blue Light Shield, a gender-neutral and efficacious skincare range to combat the harmful effects of Blue Light rays. Owing to the pandemic and the work-from-home culture, the average screen-time has significantly increased, raising concern over Blue Light's adverse effects on the skin. Since it has the ability to penetrate deeper into the skin, excess exposure to Blue Light rays can lead to a number of skin concerns, including premature ageing and hyper-pigmentation. Urban Color London's Blue Light Shield range leverages innovation and technology to offer the

consumers a 'Screenguard' against the high energy Blue Light emitted from digital devices and provides modern day solution to the new-age skin concerns. The range comprises of a meticulously designed five-step regime—Gentle Face Wash, Resurfacing Gel Scrub, Deep Clean Coffee Masque, Reset Serum Oil and Moisturising Crème. The products have been formulated using Urban Color London's proprietary technology that neutralises effects of Blue Light rays. The hero ingredient in the range is Carotolino* Active, a combination of Beta-Carotene, Carrot Root Extract and Carrot Seed Oil that unite in a perfect base to provide complete protection from

Blue Light rays and promoting overall skin health. The range is 100% vegan, paraben & cruelty free and dermatologically tested. Announcing the launch, Mr. Samir Modi, Founder and Managing Director, Modicare Limited said, "Our skin is constantly exposed to invisible Blue Light rays emitted from the several digital devices we use like smartphones, laptops, televisions, tablets etc. Most of us do not even know the implications of this. Blue Light tends to affect our skin's natural barrier function and accelerate signs of ageing. Keeping this in mind, we are launching Urban Color London's Blue Light Shield range. This is one of the world's best formulations.

Bhubaneswar : Aditya Aluminium, an Aditya Birla Group company's 'Project Sichai' is making a phenomenal difference to 220 people in the rural hinterland of Odisha, enriching their lives.

This is a collaborative project. It is implemented in partnership with the Horticulture Department of the Government of Odisha and farmers in a Public Private Partnership (PPP) model under the Pradhan Mantri Krishak Sichai Yojana.

Mr. Sameer Nayak, the Unit Head of Aditya Aluminium says, "Project Sichai, launched in January this year, has been greatly welcomed by the farming community of the Sambalpur district. Essentially, it has resulted in a significant rise in the income of farmers. Here

55 farmers within the



proximity of the plant were encouraged to adopt the Sprinkler Irrigation System. Each farmer was given 41 pipes (20 feet/pipe) and 9 sprinklers. It enabled the farmers draw water from the ponds and wells close by. Among its other major advantage is a rise in crop productivity and reduction in water wastage, besides of course the monetary advantages".

"The ease of use has made it the most sought-

Gagan Bihari Patra, a farmer from Sambalpur district who was finding it tough to look after his family of five due to insufficient income from farming, expresses his gratitude to Aditya Aluminium for introducing him to sprinkler irrigation system through 'Project Sichai' leading to multiple crop farming, and income enhancement. Patra owns six acres of agricultural land in

which he was cultivating paddy and vegetables during the kharif season. Being rain-fed, it resulted in low productivity. He could not produce anything during the rabi season due to lack of irrigation facilities. Not satisfied with his income from agriculture, he was desperate to explore ways to increase productivity. Project Sichai provided the perfect answer.

Many farmers in the locality who faced similar issues, given poor irrigation facilities, lack of modern agricultural equipment and resorting to traditional agricultural practices. Then came the Aditya Aluminium CSR team extending a helping hand to farmers like Patra through Project Sichai and Samridhi.

SpiceJet and Axis Bank launch co-branded credit card

GURUGRAM: SpiceJet, the country's favourite airline and Axis Bank, India's third largest private sector bank, have partnered to launch the most rewarding co-branded credit card, powered by Visathat will offer a host of privileges and benefits to customers. The card comes in two variants – SpiceJet Axis Bank Voyage and Voyage Black, and is aimed at facilitating a superlative travel experience for flyers through SpiceClub, the first frequent flyer program by a low cost carrier in India.

Through this collaboration, the two

brands hope to capitalize on the resurgent demand for travel following two years of stagnation caused by the pandemic. Further, with the shared goal of expanding their reach to Tier 2 & 3 cities and other synergies, the brands are committed to serving a much larger populace.

SpiceJet Axis Bank Voyage & Voyage Black credit cards were officially launched at Indira Gandhi International airport in the presence of Ajay Singh, Chairman and MD, SpiceJet and Amitabh Chaudhary, MD & CEO, Axis Bank, where they unveiled a special

SpiceJet-Axis Bank credit card livery on a SpiceJet Boeing 737 MAX aircraft. The products are designed to enable customers use the rewards earned on their daily spends for booking flights and add-ons, thus encouraging both travel and digital payments embedded with benefits of SpiceJet's frequent flyer program, SpiceClub.

Customers can earn benefits up to 7% on the Voyage Black credit card which is a Top-tier offering in the travel credit card segment. In addition, the redemption of earned points does not

JSW Infrastructure begins commercial operations at Paradip East Quay Terminal in Odisha

Paradip/ Bhubaneswar : JSW Infrastructure, India's leading ports company and part of US\$ 13 billion JSW Group, has begun commercial operations at Paradip East Quay Coal Terminal in Odisha. This is a fully-mechanized terminal at Paradip Port Trust with an annual coal handling capacity of 30 million tons. The coal terminal has been built as a cape compliant terminal and will handle capesize vessels once the dredging at Paradip Port is completed. The terminal has capacity to unload 25 rakes per day and can load two vessels simultaneously. The infrastructure of the terminal is built to ensure higher productivity while reducing overall logistics cost to power producers.

The company has invested approximately Rs 1,300 crore to establish this terminal at Paradip Port. Paradip Port Trust awarded JSW Infrastructure to develop a fully-mechanized coal terminal on Build, Operate & Transfer basis for 30 years. Following the commissioning of this coal terminal, JSW Infrastructure's current cargo capacity crosses 150 MTPA. It aims to have a total cargo handling capacity of 200 MTPA by FY24.

Commenting on its coal terminal at Paradip, Mr. Arun Maheshwari, Joint MD & CEO of JSW Infrastructure said, "Paradip Port continues to be an attractive sea route for coal movement. With the commissioning of this terminal, India can now offer

cape size shipments with efficient operations. During the last few months, steam coal prices globally have witnessed sharp increase forcing thermal power plants and other coal based industry to switch to domestic coal. Start of this coal terminal has come at the right time to fill up the demand gap of domestic coal. Through high productivity and larger shipment size, we hope to reduce overall logistics costs for our coal cargo customers. As the country pursues PM's vision of Atma Nirbhar Bharat, the total thermal coal demand in India is expected to remain strong and our endeavor would be to maximize fulfillment by domestic producers.

more rewarding one. We are the pioneers of the frequent flyer program for budget airlines in the country and this partnership with Axis Bank significantly strengthens the value offering of SpiceClub. Our association with Axis Bank – founded on the shared vision to offer unparalleled customer experience – is yet another innovative step towards creating a world class travel experience. I hope to see our customers enjoying the benefits of this rewarding collaboration as much as they love to fly with us."

Sony announces the Next-Gen Smart BRAVIA 32W830K Google TV

Bhubaneswar : Sony India today announced the launch of BRAVIA 32W830K television with attractive picture quality and life like sound. The all-new 80 cm (32) HD ready Google TV lets you enjoy movies, games and shows from apps or broadcast in an instant with advanced voice controls and built-in Chromecast.

Now seamlessly integrate Google TV and bring together more than 700,000 movies, shows, live TV and more from apps and subscriptions and organize seamlessly. With BRAVIA 32W830K, browse content from across your apps, intelligently organized just for you. Customers can easily find something to watch with personalized recommendations and bookmark shows and movies by adding a watchlist from phone and watch it on TV to keep track of what to watch. Users can even add to their Watchlist from their phone or laptop with Google Search and find everything in one place. BRAVIA 32W830K supports Apple Home Kit and AirPlay that seamlessly integrates Apple devices like iPads and iPhones with the TV for effortless content streaming. Easily control your TV with Hands-free voice capabilities. The hands-free voice control is built into the TV, no need to reach for the remote every time to search for entertainment, get answers, or control the TV and smart home devices. Simply say, "OK Google" to issue a voice command.

RELIANCE NIPPON LIFE INSURANCE RECORDS STRONG GROWTH IN FY22

Mumbai : Reliance Nippon Life Insurance Company Limited, a JV between Reliance Capital and Nippon Life of Japan, announced its financial results for the year ended March 31, 2022. The key performance highlights as on March 31, 2022 include: Commenting on the company's strong performance in FY22, Mr. Ashish Vohra, ED &

CEO, Reliance Nippon Life Insurance said, "FY22 continued to pose its own set of challenges with the outbreak of the second, and then the third wave of the pandemic. We are grateful for the support we have received from our customers, employees, distributors, service providers and their families, that powered our journey of providing maximum value to each

one of our stakeholders." Mr. Vohra further highlighted that in a volatile economic environment of today, there is a heightened appreciation of Life Insurance for ensuring certainty of life coverage as well as financial investments. These guarantees are designed to drive durable long-term returns and to help customers fulfill their life goals and form the

bedrock of our business model.

The company paid death claims, maturity and survival benefit payouts of over Rs. 1,877 Cr in FY22 and achieved an impressive claims settlement ratio of 98.7% for FY22, up from 98.5% in FY21. The company expeditiously settled 3,517 Covid related claims worth Rs. 117 Cr. within an average period of 9 working days. Mr. Vohra

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Stocks rise for Stubbs after another finishing act

New Delhi: When the news of the tragedy at the Brook household, and Harry Brook's subsequent withdrawal from IPL 2024, reached the Delhi Capitals' camp, the franchise immediately switched to Plan B. That Tristan Stubbs was only a backup until then is unfathomable now, given the sheer numbers he's accumulated in what has been a breakout season for the South African. Stubbs, 23, landed in India high on confidence. He'd just finished the SA20 2024 as champions Sunrisers Eastern Cape's highest run-getter with 301 runs - seventh overall in the season - at a staggering average of 60+ and strike-rate a shade over 168. In the final, he had powered SEC's title-winning total of 204/3, coming in 106/3 in the 11th over and

smashing an unbeaten 56 off just 30 balls. For those who missed watching him toy with bowling attacks in Orange, Stubbs put on a power-hitting masterclass game after game at the IPL. On Tuesday, Lucknow Super Giants were at the receiving end of yet another special that ultimately separated the two sides. By the time Stubbs took guard, LSG spinners had managed to pull things back remarkably from the blistering launchpad Abhishek Porel had provided DC. An attacking call from skipper KL Rahul saw Ravi Bishnoi bowling his fours overs on the trot - a spell that forced Porel to play watchfully before eventually losing his wicket to the consequent dot-ball pressure as he went from 21-ball half-century to scoring just eight more in the next dozen he faced. In the middle of that DC slowdown, the team at 111/3 at the start of the 12th over, Stubbs carefully saw out the remainder of the Bishnoi spell. By the end of the 15th, the South African had only trudged to 7 off 9 balls, but he backed his ability to accelerate at the backend. And accelerate he did. "It was quite tough when I walked in," Stubbs told the broadcaster in the innings break. "I could not get myself on some intensity, it wasn't easy but once I got going, we got a bit of flow going and we managed to put those runs on the board. I always feel like I can give myself a bit of time and then catch up later on. Especially if you get

one or two away, then the bowler starts to feel the pressure and you can get quite a lot of momentum." The bowler to cop that pressure on Tuesday was Arshad Khan as Stubbs stepped on the gas in a very calculated attack. With the mid-on inside

the ring, Stubbs heaved a slot ball over long-on to switch gears. The slower one that followed later in the over was lofted to long-off, with one bounce, and he then turned it into an 18-run over with a premeditated reverse-scoop between the keeper and the short third for another four. Losing a well-set Rishabh Pant shortly afterwards could have thrown a spanner in the works but not for Stubbs, who expected the inform Mohsin Khan to resort to slower balls at death. It wasn't the most

well-timed shots but Stubbs pumped enough power in it to fly over the long-off fence. The 19th from Naveen-ul-Haq was the match-defining over that put DC on course for a 200+ again as Stubbs went 2,4,6,2,6,1. For those in the second tier of the long-on stands who thought nothing could beat the monstrous 101 metre hit towards them, Stubbs followed it up with a beautifully timed inside-out lofted drive into the long-off stands, holding the pose for a good couple of seconds after as he reached a 22-ball half-century. By the time he finished, powering DC to 208, the South African had collected 50 runs in the last 16 balls of his innings, including all of the four sixes and three boundaries he hit on the night.

It was just another sample of a tremendous acceleration job that has seen Stubbs topping an elite list of finishers this year. Stubbs is only second, behind Pant, on the list of highest run scorers for the franchise this season with a tally of 378 at a staggering average of 54 across the 13 outings, and strike-rate ~191. Of his 252 runs at death, 173 have come between overs 18-20, where his strike-rate shoots up to a scarcely believable 320. In that phase, Stubbs has jaw-droppingly played only two dots in the 54 balls faced, and been dismissed just once. Stubbs currently also has the maximum sixes scored at death in IPL 2024 - 20 - followed closely by Dinesh Karthik's 19.



Shaheen, Babar and Rizwan star in series-clinching win

Karachi: Pakistan produced an all-round performance in the final game of the T20I series against Ireland, clinching a comprehensive six-wicket win in the decider on Tuesday (May 14). Shaheen Afridi produced a sensational bowling effort, his 3 for 14 helping keep the hosts down to 178 when they were set for a much better total. The familiar and formidable pair of Babar Azam (75 off 42) and Mohammad Rizwan (56 off 38) shared a 139-run stand for the second wicket to chase the total down with three overs to spare.

Ireland were without regular captain Paul Stirling for this fixture and were put in to bat by Babar. The first 15 balls of the innings produced only a run a ball before Shaheen cleaned up Ross Adair with a full inswinger. Stand-in



skipper Lorcan Tucker though injected much-needed momentum into the innings, getting off the blocks with a six and two fours from Hasan Ali's first over. At the end of the sixth over, Ireland had 50/1 on the board but began the post-PowerPlay phase brightly when Andrew Balbirnie and Tucker slammed Hasan for a six and a four respectively. Tucker raced away to a 29-ball half-century after hitting three boundaries off a Saim Ayub over. The 85-run partnership

was eventually ended when Rizwan took a fine catch running in from third-man to dismiss Balbirnie for 35. Tucker, however, continued in his enterprising ways, slamming a hat-trick of boundaries off Hasan Ali in the 13th over. At 132/2 at the start of the 14th over, the hosts were placed to target a total near 200 but their boat was rocked sideways when the captain hit Imad Wasim straight to long-off to be dismissed for an excellent 41-ball 73. Aided

by some fielding profligacy from the hosts, Pakistan turbocharged the second part of their chase starting with an 18-run 11th over in which Babar hit Curtis Campher for a six and two fours. Benjamin White was in for worse punishment as Babar hit him for four sixes, including three in a row to race past Rizwan. The century stand was eventually ended by Mark Adair while Young dismissed Babar in the following over. Pakistan also lost Iftikhar Ahmed before the finish but Azam Khan marked the chase closed by hitting the last ball of the 17th over for six.

Brief scores: Ireland 178/7 in 20 overs (Lorcan Tucker 73; Shaheen Afridi 3-14) lost to Pakistan (Babar Azam 75, Mohammad Rizwan 56; Mark Adair 3-28) by six wickets



are reluctant to fly from New York to Florida and back for a single practice match. India's warm-up matches have high a commercial value and are always televised due to ample monetization opportunities. In 2015, an India-Australia warm-up match in Adelaide was broadcast in India but not in Australia. The ICC has indicated that the schedule will be released in the coming days. Most other teams, except Pakistan and England, are set to play two warm-

T20 World Cup: No Reserve day for 2nd semifinal; match can be extended by 4 hrs

New York: The International Cricket Council (ICC) and Cricket West Indies (CWI) have allotted an additional time of 250 minutes for the second semifinal of the Twenty20 World Cup to ensure the match ends that day. There will be no receive day, however.

Following a Cricbuzz report about the possibility of the winner of the second semifinal playing the final very next day, it has been clarified to this website that an arrangement has been made to finish the game on the same day. Additional four hours have been allotted to the match so that the team will not have to play, travel and then play, back to back on consecutive days.

To clarify further, the first semifinal is in Trinidad on June 26 and it starts at 8.30 pm local time (6 AM next day India time). The organisers have allocated a reserved day for that game and should there be rain in Trinidad, the match will spill over to June 27. The playing condition for the second semifinal in Guyana, though, is slightly different. It is scheduled to start at 10.30 AM local time on June 27 (8.30 PM India time) and the match will have to be finished on the same day. The ICC has allotted another 250 minutes for the game which means the umpires can wait for about eight hours to finish the Twenty20 match. June 28 will be the travel day and the

final will be on June 29. "All four teams have exactly the same opportunity to finish a game. For performance reasons, to ensure teams do not have to 'play, travel, play' on consecutive days, the decision was taken to allocate the additional time for the second semi-final immediately post the game because the game is a 10.30 AM start, whilst the first semi-final is an evening start, which means it is not feasible to play all additional time on the same day. This also ensures that fans in the stadium have the best chance of seeing a result on the day," a source in the know has told this website. As reported by this website, India are in line to play the second

semifinal in Guyana. Finally, the most important point. Should there be an unlikely situation of a day-long rain in Guyana, who will win the match? As per the playing conditions, the team finishing higher in the Super Eight stage, will proceed. 13.6.1 All matches will consist of one innings per side, each innings being limited to a maximum of 20 overs. All matches shall be of one day's scheduled duration provided that

participating countries in a series may agree to provide for a reserve day on which an incomplete match may be replayed or continued from the scheduled day.

13.6.2 If the match is to be continued on the reserve day, every effort shall be made to complete the match on the scheduled day with any necessary reduction in overs taking place and only if the minimum number of overs necessary to constitute a match cannot be bowled on the scheduled day will the match be completed on the reserve day.

13.6.3 If the match has started on the scheduled day and overs are subsequently reduced following an