

# Odisha records over 60% voter turnout till 5pm

**Bhubaneswar(KCN):** Odisha recorded 60.55 per cent voter turnout till 5pm in the polling for five Lok Sabha constituencies and 35 Assembly segments Monday, officials said.

Voting started at 7am in Aska, Kandhamal, Bargarh, Bolangir and Sundargarh parliamentary constituencies along with 35 Assembly segments within the jurisdiction of these Lok Sabha seats. Lok Sabha and Assembly elections are being held simultaneously in Odisha. Voting in a booth under Kantamal Assembly segment under Kandhamal Parliamentary Constituency was stopped after some people created a disturbance, the Chief Electoral Officer (CEO) of Odisha, NB Dhal, said. One presiding officer of



a booth in the Kantamal Assembly segment was taken into custody by police after some irregularities were found at the polling station, Dhal said.

Regarding the murder of a man near Sarsara under Sadar police limits in Bargarh district, the CEO said: "It is not a poll violence, but an incident of

crime had taken place outside the polling station."

"The local police have managed the situation as the incident created some tension in the booth. Polling was not affected because of the incident," he said.

The deceased was an auto-rickshaw driver carrying some voters to

the polling booth. While the family members claimed it was a political murder, police said personal enmity was the reason behind the crime. Dhal said polling was peaceful in all the 9,162 booths. He said some faulty EVMs were replaced. Officials said of the five LS seats, the highest

66.14 per cent polling was recorded in Bargarh parliamentary seat followed by Sundargarh (61.53%), Bolangir (61.35%), Kandhamal (57.46%) and Aska (55.65%).

Among the 35 Assembly constituencies, Sonepur recorded 71.35 per cent polling, while the lowest polling of 47.80 per cent was recorded at Surada Assembly segment in Ganjam district.

Dhal said that industrial Assembly segments like Brajrajnagar and Jharsuguda and urban areas like Rourkela also witnessed good voter turnout. Till 3pm 60.55 per cent of the over 79.69 lakh voters had exercised their franchise, officials said. Officials said that a woman polling official fainted in a booth under the Sundergarh Lok Sabha seat.

## Odisha Will Have A Double-Engine Govt For The First Time: PM Modi



**Dhenkanal(KCN):**

Prime Minister Narendra Modi said that a double double-engine government is going to be formed for the first time in non-BJP ruled state.

Seeking votes for the BJP candidate Sambit Patra for Puri Lok Sabha seat, "Ghar-ghar se ek hi awaj aa rahi hai – Odisha me pehli baar double engine ki sarkar" (A voice is coming from every house that for the first time, there is going to be a double-engine government in Odisha...). Today the entire Odisha is thinking that they have given 25 years to the BJD govt but what they have got in

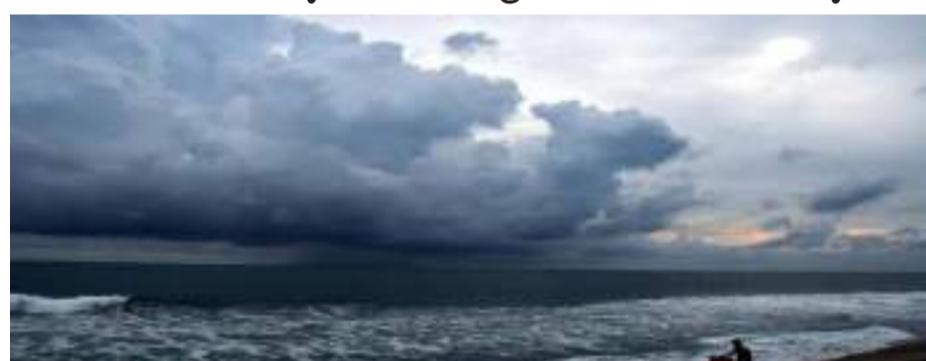
these years?..."

PM Modi added, "Today, polling is underway for the fifth phase of Lok Sabha elections. Voters are turning up at polling booths in large numbers to cast their votes. I appeal to voters and especially first-time voters to exercise their franchise". PM Modi was speaking at a public meeting in Odisha's Dhenkanal.

Appealing to people to come out and exercise their franchise, PM Modi added, "Those who doubt whether I should go out and vote amid the (scorching) heat.. In this gathering, I am looking at a wheel-chair youth. What could be a bigger inspiration than this".

"Mai Gujarat se aaya hun, mai Somnath ki dharti se aaya hun, mai Jagannath ki dharti ko pranam karne aaya hun" (I have come from Gujarat, from the land of Somnath to pay respect to the land of Jagannath)...," PM Modi added. Earlier in the day, PM Modi held a road show in the holy city. He was accompanied by Sambit Patra. The Prime Minister is on a day-long visit to Odisha and West Bengal on Monday.

## Low Pressure Area Over Bay Of Bengal Around May 22



fishermen have been advised not to venture into central Bay of Bengal from May 23 and into North Bay of Bengal from May 24 onwards. Fishermen out at the sea are advised to return to the coast before May 23.

The Special Relief Commissioner (SRC) put

the district collectors on alert for possible low pressure area over the southwest Bay of Bengal as predicted by the India Meteorological Department (IMD) on Sunday. The SRC issued an advisory which read, "As per the mid-day weather bulletin issued

by IMD at 1330 hours today, a low pressure area is likely to form over southwest Bay of Bengal around 22nd May. It is likely to move initially northeastwards and concentrate into a depression over central parts of Bay of Bengal around 24th May, 2024."

**Nuapada(KCN):** A member of Odisha Police's Special Operation Group (SOG) sustained a bullet wound during a gunfight with Maoists in Nuapada district Monday, a senior police officer said.

The incident took place around 3 am when SOG

personnel took on the Maoists in the Sunabeda forest near Shivanarayanpur (Komma police station) on the Odisha-Chhattisgarh border, ADG (Operations) Dev Datta Singh said. "During the exchange of fire, an SOG jawan was shot and

subsequently taken to Raipur for treatment. He is currently out of danger," Singh said. Later, around 8 am, security personnel engaged with another group of Maoists approximately 3 km from Shivanarayanpur. "Another exchange of

fire ensued, but the Maoists managed to escape. We suspect that some ultras were injured in this encounter," he added. During subsequent search operations, authorities recovered 10 IEDs, a loaded pistol, and other incriminating materials, Singh added.

## Iran president death: Indian govt announces one-day state mourning May 21

**New Delhi(KCN):** A one-day state mourning will be observed across India Tuesday as a mark of respect for Iranian President Ebrahim Raisi, who died in a helicopter crash, the Union Home Ministry has announced. The national flag will be flown at half-mast on all

buildings where it is regularly flown across India and there will be no official entertainment during the period of state mourning. The Iranian president, the country's foreign minister and several other officials were found dead Monday, hours after their helicopter crashed in a foggy, mountainous region of the country's northwest, Iran state media reported.

"As a mark of respect to the departed dignitaries, the government of India has decided that there will be one day's state mourning May 21 (Tuesday) throughout India," the spokesperson said.

## SAD govt will give land rights to all border farmers tilling land along riverine tracts :Sukhbir Badal



waters of Punjab to Haryana and Delhi. "You already do not get canal water at the tail ends. This situation will get worse with chief minister Bhagwant Mann browbeating Canal Patwaris to file fictitious reports stating water was reaching the tail ends and that sufficient canal water was available in Punjab for irrigation purposes". He said this report, when submitted to the Supreme Court, would pave the way for the construction of the SYL

canal through a court order. Asserting that the SAD would fight this conspiracy tooth and nail, Mr Badal also appreciated hundreds of Canal Patwaris who had chosen suspension from service rather than obeying the illegal orders of the AAP government. The SAD president also appealed to the people to compare the facilities they had received during the SAD tenure vis a vis Congress and AAP tenures. "The Shagun scheme and the SC Scholarship scheme have

been closed. The attadal scheme and the old age pension scheme have been curtailed". All development works has come to a halt", he asserted while reminding the people how the erstwhile SAD government had presided over the construction of a sewerage facilities and a stadium in the constituency. Mr Badal also spoke on how all the grievances of the people were resolved on the spot through Sangat Darshan

programmes during SAD tenure while chief minister Bhagwant Mann had not even found the time to visit this area despite having contested the assembly election from Jalalabad in 2017.

Slamming the congress and AAP party over Chandigarh issue, Sukhbir Singh Badal Monday said the Congress – Aam Aadmi Party (AAP) joint manifesto for the union territory had unmasked the anti-Punjab face of both parties as they had surrendered Punjab's right over Chandigarh by demanding State rights for the UT.

Terming this as the greatest recorded betrayal ever by both parties, the SAD president said "the Nyaya Patra released by Congress – AAP joint candidate Manish Tiwari has made it clear that the India alliance stands for making Chandigarh a separate State like Delhi".

Speaking about the

**Chandigarh (JAG MOHAN THAKEN), May 20 – Shiromani Akali Dal (SAD) president Sukhbir Singh Badal Monday announced the forthcoming SAD government would give land rights to all border farmers tilling land along riverine tracts since decades, asserting former chief minister Parkash Singh Badal had initiated this process but vested interests had thwarted the proposal.**

The SAD president, who addressed a massive gatherings at Jalalabad, Guruharsahai, Ferozepur city and Ferozepur Rural in favour of SAD candidate said "this time we will take concrete measures to ensure all land rights of farmers tilling riverine tracts are transferred to them without fail. We will bring in necessary changes in the law to do so", he added to cheers from the

recent betrayals of AAP, Mr Badal said chief minister Bhagwant Mann had done his utmost to dilute Punjab's claim over Chandigarh as per the orders of his boss – Kejriwal. "Be it not protesting against creation of a separate Vidhan Sabha for Haryana in the UT to defend Punjab's quota in government jobs or the need to retain Punjabi as the official language, the AAP government has weakened Punjab's rights over Chandigarh". Urging Punjabis to teach a befitting lesson to both the Congress and AAP, Mr Badal said Punjab's rights could be safe only in the hands of a regional party. He also asserted that the SAD was committed to fight for the transfer of Chandigarh to Punjab. "We will launch a struggle if needed to achieve this goal", he added.

# Narendra Modi held a mega roadshow in Puri

**Puri(KCN):** On the second phase voting day, Prime Minister Narendra Modi held a mega roadshow in Puri this morning to seek votes for party candidates, after visiting Lord Jagannath temple here.

The nearly two-km-long roadshow of the Prime Minister began near Marichkote Square and concluded at the Medical square on the Grand Avenue. The Prime Minister, who was seen standing on the footrest of the vehicle with a BJP camp on his head, waved back at the

crowds, comprising a large number of men and women.

The Prime Minister was accompanied by BJP MP candidate for Puri, Sambit Patra, MLA candidate Jayanta Sarangi and State BJP President Manmohan Samal.

Thousands of people lined up on both sides of the barricaded stretch on the Grand Road, waving to Modi, holding the BJP poll symbol and raising slogans hailing him. Many people are enthusiastically clicking pictures on their mobile phones.



## "Exceptional Success Achieved by Nalanda Public School in CBSE Examinations."



**Cuttack, (KCN) :** In a remarkable feat, students of Nalanda Public School in Cuttack have attained outstanding results in the CBSE 12th and 10th class examinations, showcasing excellence and dedication. With a stellar 100% pass rate, the school has shone brightly in the academic arena.

Pyosini Sahu has emerged as a standout achiever with an

impressive 96% in the science stream, while Nehal Agarwal excelled in commerce with an impressive 95%. In the 10th grade, Skarnika Sahu's remarkable score of 96% has further added to the school's accolades. What sets Nalanda Public School apart is its commitment to inclusivity and empowerment. Notably, more than 50% of

students have scored 90% marks in the 12th standard, whereas more than 80% of the students secured 90% mark in 10th Grade reflecting the school's dedication to nurturing talent across diverse backgrounds. Ms. Yashshini Patnaik, the esteemed Principal of the school, extended heartfelt congratulations to the students for their exceptional achievements. She expressed optimism for their future endeavors and emphasized the importance of continued dedication and hard work. This remarkable success not only brings pride to Nalanda Public School but also underscores the importance of quality education and inclusive learning environments in shaping the leaders of tomorrow.

## Bengal needs to reclaim it's glorious past : Smt. Nirmala Sitaraman

**Kolkata (PARTHA ROY):** Bharat's Finance Minister Smt. Nirmala Sitaraman addressed "Bisitha Nagarik Sammelan" in Kolkata on 16th May 2024 to interact with Kolkata citizens as well as exchange thoughts and ideas for growth and development of West Bengal.

While addressing the august gathering, Smt. Nirmala Sitaraman recalled glorious past of the state of West Bengal from pre Independence period to post Independence period and



contribution of West Bengal in economic development of Bharat. Smt. Sitaraman mentioned West Bengal gave economic growth and development leadership to Bharat for decades. However,

so favorable/ attractive business climate which are hampering the healthy growth of the state. Smt. Sitaraman called upon Kolkata intelligentsia, industrialists, business persons, eminent personalities from various fields to explore and initiate necessary steps to work to stop & reverse economic slide of the state. Around 300 eminent personalities attended. The meeting was organised under supervision of Smt. Vaishali Dalmia industrialist and noted Civil Society personality.

## Auto-Rickshaw Driver Stabbed To Death Amid Polling In Bargarh

**Bargarh(KCN):** An auto driver was hacked to death by some unidentified persons near Sarsara under Sadar police limits in Bargarh district on Monday. The deceased has been identified as Biswanath Mirdha.

As per reports, Biswanath was carrying some voters on the way to a booth in Sarsara when he was allegedly hacked to death. It is suspected that he has been murdered for political reasons.

On intimation, Northern Range IG Himanshu Lal, SP P.S Meena reached the spot and initiated a probe into the matter.



People confined behind barricades put up along the road raised slogans in favour of the BJP and waved party flags as PM Modi's cavalcade traversed the stretch.

children, women and elders lined the streets as the Prime Minister's motorcade passed through. The crowd shouted slogans and showered flower petals.

Elaborate security arrangements have been made in Puri for the roadshow. After the roadshow, Shri Modi is scheduled to address two public rallies at

Angul and Cuttack before leaving Odisha. The PM had arrived in Bhubaneswar last evening on a two-day visit. After landing in Bhubaneswar, he held a closed-door meeting with frontline BJP leaders at the party office and gave interviews to some Media persons. The Prime Minister made a night halt at Raj Bhawan.

This is Shri Modi's third visit to the state in the last two weeks during the ongoing Lok Sabha and assembly elections.



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# String of Relationships



Be it family relationships or relationships developed at the social level, each has its own importance. It is said that relationships are like air and by always being present around them, they give breath to life along with the expansion of sociality. If there is no support from them then many times a person starts getting confused. If we meet someone we know from a foreign country or someone from our surrounding area or from the same place, then our desires are fulfilled. In the midst of loneliness, if someone comes close to the heart and becomes one's own or gives the feeling of But if you put your hand on it, even in

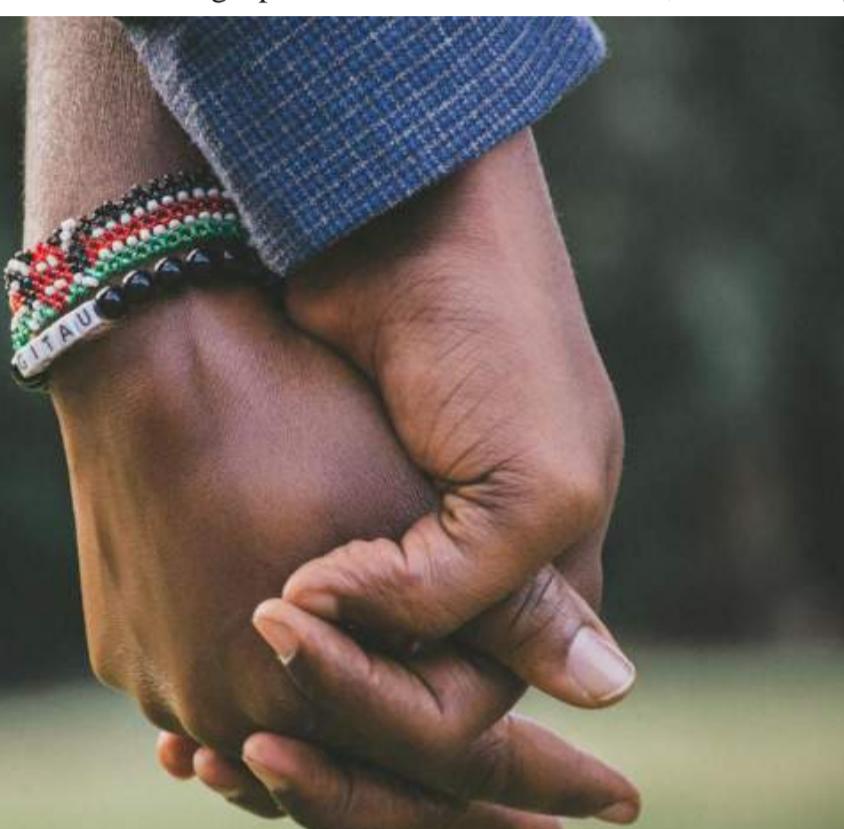
moments of sadness, every pore gets filled with new energy. This is the magic of relationships. Home, family and friendship – the joy of life lies amidst all this. If there are no relationships then one feels lonely in life. However, in the name of solitude, attempts have been seen to glorify loneliness. But the emptiness created in a lonely life often makes a person hollow. The inherited institution of 'family' is the first school of relationships. Parents, siblings support each other selflessly throughout life, Respecting each other, serving each other, living life by sharing when there are limited resources, motivating each other... we learn all this from the family only. For example, one learns love, sacrifice and compassion from the mother, while the father teaches the lessons of discipline and management. We learn respect and

belongingness from our sister and we learn care and responsibility from the structure of the family is such that it prevents such a situation from arising

person hollow. Gives 1 Life becomes monotonous. A lonely person becomes

should be taught to respect parents, siblings, elders in the house, family

neighborhood and office friendships, and many problems that we are unable to mention to anyone else are shared with our friends. Being separated from friends, a person starts thinking about taking wrong steps. Whereas if he is close to someone, Such death does not come in life. It is also worth noting that a person who is honest in relationships and respects them has clarity in his life. Whatever the relationship may be, if the relationship is right then there will be very less complications in life. Everything will remain organized and run smoothly. Even in difficult times, there will be no need for any external counselor or advisor. Family members always act as advisors and guide us. Along with family relationships, it is also important to maintain social relationships. Many traditions, arts, and skills are often exchanged through



Vijay Garg

our brother. After marriage, the relationship between husband and wife also depends on trust. If good learning is imparted during upbringing, then there is no situation of rebellion in life. This is how the feeling of rebellion arose. It happens when personality and rights are violated, suppressed and emotions are suppressed. The

and handles it when such feelings arise within someone. We are concerned about loneliness, but perhaps we do not pay as much attention to its causes and solutions. Instead of looking for a solution in the virtual world, if we give importance to relationships, we will not feel lonely, whether the relationships are family or social. Loneliness makes a

victim of many types of diseases. This also includes depression and many people embrace death after reaching the quagmire of this depression. We have a legacy of relationships to cope with these situations. Such situations can be avoided by irrigating it. The seeds of affection and patience need to germinate in children. Children

members and distant relatives. whether relationships are natural or Socially, it requires love, appreciation, time, harmony and cooperation to run it. Making relationships or maintaining them by assessing the pros and cons leads to loneliness. Social relationships also teach a lot. Many traditions, arts, and skills are often exchanged through

your friends and neighbors. Should not do. These are the first things that come in handy when needed. Even distant relationships have their own importance. The value of all these becomes known only when needed. But it is often seen among the relatives that most of the people among the relatives sometimes start competing to the extent of enmity. In such a situation, if a person is alone and instead of his relatives, he gets support from other people of the neighboring society, then this lays the foundation of a new society and relationship. This relationship of cooperation between family and relatives It is different and sometimes very beautiful, where people from different backgrounds stand with each other.

Educational Columnist Malout Punjab

## Lakshmi-Narayana and Daridra-Narayana

Prof. Dr. Umesh Chandra Patra



Human beings have forgotten their true nature and are behaving like demonic creatures. Though they call themselves as human beings, they do not know the essence of human qualities. Today's educational system emphasises textbook knowledge and ignores morality and character. Seventy percent of the world's population consists of 'youth,' who are the potential leaders of tomorrow. Unless they are properly trained to take up their role in the future, the society, the nation and the world will not progress in peace.

The temples play a vital role in awakening the spiritual impulse in man and directing him towards the realisation of his inherent divinity. The real temple for man is his heart, and forgetting this fact, man goes after temples outside. Temples are erected to remind men about God, but the Divine dwells in the heart and should be sought there. Men go through any amount of difficulties, hardships, trials and tribulations in life, but few try to understand their essential Divinity, which should be the primary aim of life. Men devote considerable care and attention to the preservation of the body which is perishable. But they do not cultivate good thoughts and do good deeds through which they can attain enduring bliss. Temples serve to provide the company

of the good and the godly and should be used for cultivating such company and acquiring mental peace. It is not enough merely to go to temples as a mechanical ritual. We must cultivate good thoughts in tune with the sacred atmosphere of the temple. Even in uttering the names of the Lord, the words should come from the depths of the heart and not merely from the lips. Acquiring the name of the Lord is like getting a precious pearl from the deep ocean. Having got it, we should not let it go out of our hands.

Faith in the Lord must be strengthened by the repetition of the name. Faith is the foundation of all activity. Spiritual effort is needed to develop faith in God, just as curdling and churning are necessary to obtain butter from milk. The fire in the

matchstick will be seen only when it is struck. Likewise God can be realised only through spiritual effort. The residents of this colony should live in harmony, cultivate a fraternal spirit and cooperate with each other for their material and spiritual betterment.

God has two forms - Lakshmi-Narayana and Daridra-Narayana. Most people prefer to worship Lakshmi-Narayana for ensuring their personal prosperity and welfare, but few chose to worship Daridra-Narayana (the Lord in the form of the poor and the forlorn). Members of the Sai Organisations should think only of service to Daridra-Narayana. If the hungry are fed, they are easily satisfied.

Service to Daridra-Narayana can never go waste. It is the highest form of sadhana. Man

is the product of the society and service to society is real service to God. Such service should be rendered without regard to caste, creed, race or nationality. The essence of all religions is one and the same, like the current that serves many different purposes but is the same energy. In serving society, they should bear in mind the four ideals of Sathy, Dharma, Shanti and Prema. Service is like a bulb, which cannot shed light unless there is a wire to convey the current. Sathy is the current. Dharma is the wire through which the current flows. When the wire of Dharma is connected to the bulb of Shanti, then you have the light of Love.

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Unfriendly behavior among family members may crop up due to anger and fury which should not be taken as an indicator of lost love among the family members. These kinds of bitter memories have to be erased and one should learn move on in the interest of a happy life.

Jasaswini Pattanaik

Real love has got strength to overcome all difficulties that appear in a family, it helps us to share our sorrows and happiness. It brings out openness and there will be no hidden secrets among husband and wife. Sharing of views and expressing of their intent is also important. In many families wife and husband try to keep their counterpart happy by accepting their way of life even though they are not comfortable with it, this is not the way of showing love. This leads only to a disaster once the fact surfaces.

Is it important to be expressive in showing out our Love???? There is no harm in expressing love but some are expressive and some are not. If someone is not expressive it does not mean there is no love towards the partner. One who has real love will find love as real love is silent and within which all the other love finds speech.

There is a love quote which says "If you can't

understand my silence, how can you understand my words." Love felt from heart is better than one felt from ears and eyes. What say?

Family bonding and love, a garland of flowers. Man and woman are born with beautiful mind with love. Without LOVE mankind should have been nonexistence. Without love family bondage should not have been a possibility. God as love is in existence in our heart.

Love is an emotional attachment towards everybody among the family members. It acts like a strong thread of love which keeps the family together as like a garland of flowers. A happy family is a part of the society and civilization. We must help each other to maintain the happy concept of LOVE for our own mental peace.

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## Decision-Making Dynamics in Entrepreneurial Success



The significance of decision-making in entrepreneurship cannot be overstated, as entrepreneurs navigate myriad choices that shape the trajectory of their ventures. Effective decision-making is the cornerstone of success, impacting everything from defining the business model to managing risks and allocating resources. Identifying opportunities and navigating partnerships further underscore the pivotal role decisions play in shaping the outcome of entrepreneurial endeavours.

Entrepreneurs' decisions shape the direction of their businesses and reflect their vision, values, and ability to adapt to changing circumstances. Whether big or small, each decision carries consequences that ripple through the organization, influencing everything from operational efficiency to financial performance.

This dynamic and multifaceted process requires a blend of analytical thinking, creativity, intuition, and a willingness to take calculated risks. Entrepreneurs must adeptly gather and analyze information, evaluate alternatives, and make choices that align with their long-term objectives.

Moreover, the ability to learn from both successes and failures is crucial. Mistakes are inevitable in entrepreneurship, but they serve as invaluable learning opportunities, contributing to the entrepreneur's growth and resilience. Entrepreneurs can navigate uncertainty confidently and quickly by continuously refining their decision-making skills and leveraging insights from past experiences.

In entrepreneurship's fast-paced and competitive landscape, the consequences of decisions can be profound. Well-informed decisions can propel a business to new heights, while poor choices can lead to setbacks or failure. Therefore, entrepreneurs must cultivate a strategic approach to decision-making grounded in a

deep understanding of their market, industry trends, and competitive dynamics.

Ultimately, the role of decision-making in entrepreneurship extends far beyond mere problem-solving. It is the engine that drives innovation, growth, and sustainable success. By embracing the challenges and opportunities inherent in decision-making, entrepreneurs can chart a course towards realizing their vision and leaving a lasting impact on the world. Entrepreneurship is not merely a one-time endeavour; it's an ongoing journey of innovation, growth, and adaptation. True entrepreneurship begins with an original idea, or a business plan fueled by the ambition to bring about change and success. It empowers individuals to take charge, make decisions, and lead every aspect of their enterprise. However, entrepreneurship has its challenges. It demands unwavering focus, keen observation, and constant awareness. Central to entrepreneurial success is the art of decision-making. Every decision, whether right or wrong, shapes the trajectory of a business and enhances the entrepreneur's ability to

navigate complex scenarios. In a dynamic global economy, the mastery of innovation and the ability to surpass rivals serve as an entrepreneur's utmost advantage, leading to amplified market share and greater profitability. Practical entrepreneurship necessitates navigating the intricacies of innovation, including idea generation, evaluation, and securing financial resources. Innovation is pivotal for sustained viability and competitiveness, emphasizing the symbiosis between entrepreneurship and innovation. Together, they catalyze economic growth, create value, generate employment, and foster fiscal reserves. Conventional wisdom links consummate entrepreneurship to labor-intensive innovation management involving idea generation, evaluation, and funding. Entrepreneurs are hailed as vanguards of innovation whose success relies on nurturing novelty. The decision-making process is integral to this, enabling entrepreneurs to navigate the complexities of innovation and achieve sustained growth and

success. Looking back at history, it's clear that innovation and entrepreneurship have been the driving forces behind significant transformations. They were the sparks that ignited Britain's Industrial Revolution and propelled the US to its status as a global superpower. Their influence goes beyond individual enterprises, contributing significantly to national prosperity and international wealth. To excel as an entrepreneur, one must continuously hone one's decision-making skills. Success hinges on learning from triumphs and setbacks and refining one's approach with each experience. Decision-making permeates every facet of business—from defining a robust business model to identifying opportunities, managing risks, and forging strategic alliances.

Effective decision-making necessitates a blend of analytical thinking, creativity, intuition, and a willingness to take calculated risks. Entrepreneurs must adeptly gather and analyze pertinent information, evaluate alternatives, and align choices with their overarching vision and goals.

The impact of well-informed decisions on business growth cannot be overstated. A thorough understanding of industry trends, market dynamics, competitor strategies, and customer preferences is indispensable. Informed decisions mitigate risks, optimize resource allocation, and enhance the likelihood of success. Entrepreneurial success thrives on informed decision-making at every stage. Entrepreneurs cultivate a culture of continuous improvement and resilience by aligning day-to-day activities with long-term objectives and leveraging insights from past decisions.

Marketeters must remain agile and responsive to emerging trends as consumer behaviours and technological advancements evolve. While the specifics of marketing strategies may change, the underlying principles of personalization, technological integration, and impactful content will remain foundational. By staying attuned to these principles and trends, businesses can navigate the dynamic marketing landscape with confidence and adaptability, ensuring continued relevance and success in the years to come.

Effective decision-making is the lifeblood of entrepreneurship, driving innovation, growth, and success. To enhance decision-making capabilities, entrepreneurs should embrace lifelong learning to stay abreast of industry trends, emerging technologies, and market dynamics. This enables informed decision-making and fosters adaptability in the face of change. Leveraging data analytics and market research to inform decision-making is crucial. Recognizing and assessing potential risks associated with each decision and implementing risk mitigation strategies and contingency plans help minimize adverse outcomes and safeguard the business's sustainability. Seeking input from mentors, advisors, and team members when making critical decisions is also essential. Collaborative decision-making harnesses diverse perspectives and promotes buy-in and commitment to the chosen action.

**\*Former Professor of Economics, Gokhale Institute of Politics and Economics, Pune, currently at Berhampur, Odisha**

## Gani Rajendra Vijay: The reformer of Tribal's



Dr. Gani Rajendra Vijay, the pioneer of the Sukhi Pariwar Campaign, the messiah of tribal life and eminent Jain saint has been active on tribal issues for the last 49 years, he has launched many public welfare activities-schemes for the upliftment and development of tribal life, including education, service, medical and has taken initiatives for economic upliftment, which is a shining light in the lives of tribal people. Recently, while launching projects worth 4400 crores in Gujarat, Prime Minister Narendra Modi remembered Gani Rajendra Vijay with affection and intimacy while talking to the tribal women of online Kanwat, the whole country saw this scenario and felt their services. Remembering this saintly man by Modi in this way, makes us feel his pride and existence. Definitely Gani Rajendra Vijayji is ready to give proper status to the tribal society and solve their problems. They themselves are capable and prosperous, so they themselves come forward for basic

facilities like education. In a way, with the efforts of a saint, an entire backward and neglected tribal society is getting ready to build itself in an ideal form; this is an exemplary and commendable effort. But these tribal people also got political patrons, for this they made contact with the leaders of all political parties and made them aware of the pain of tribal life.

The ideals that have been conceived in Indian society are accepted by Indians with the same reverence even today. The public's faith in price loyalty is not yet lost. Even if a person is alone but is in favour of morality and someone powerful is opposing him with crookedness and conspiracy, then the public will like the person alone. Establishment of these values is the aim of Gani Rajendra Vijay's mission and vision. Gani Rajendra Vijay is such a personality who has blossomed further in the effort of spiritual development and moral upliftment. He has been striving for the upliftment of tribal life for a long time and is especially aware of the plans for education in tribal life; In 2007, the then Chief Minister Narendra Modi inaugurated this school and other schemes among about one and a half lakh tribal people, such a huge tribal presence was showing Ganiji's influence in this

area. Many public welfare schemes are being run under his leadership, in which Brahma Sundari Girls Hostel is being run efficiently for girl's education. In this tribal area, where a Gaushala is operated with the view of life, then the mobile hospital is also providing its remarkable services for medical and service. For the economic progress and self-reliance of the tribal people, they are also running the happy family village industry. For the success of these broad undertakings, they do hard meditation and heat their body. In his programs, along with education among the tribals as well as common people, he awakens the light of drug addiction and eradication of stereotypes. The aim of his efforts is to awaken interest in education and reading as well as to inculcate faith in the minds of tribal people towards non-violence, morality and human values. Let every man look within himself and examine himself. Humanity is in danger today not because immorality is on the rise. Immorality has always been there - sometimes less and sometimes more. The most dangerous thing is that there is no faith in morality.

Filled with sacrifice, meditation, simplicity, enlightenment and compassion, you are constantly striving to

**-Lalit Garg-**

protect the identity of the tribal caste and to establish human values. As if he is the emerging 'Gandhi' of Gujarat holding Dandi. Gani

desire for a show of power. In his passion, this saint is trying to establish the ideal and change the face of the tribal society and if we want to see the

life will go into that deep pit of darkness from where it will be very difficult to get out again. Gani Rajendra Vijay is making special efforts to

interests these neglected and needy people have been seen being exploited. The tribal society under the leadership of Gani

violence and loss of life. To make this area non-violent surrounded by wide possibilities of violence would be called a revolution and a miracle. Tribal people really need love, compassion, affection and strength, which is possible only through a saint like Ganiji and a human welfare initiative like the Sukhi Pariwar Campaign, a light is indeed being born, which is exemplary for other violence-affected areas as well. The specialty of Gani Rajendra Vijayji is that he has made tribal upliftment the resolution and yearning of his life. There is a lot of light in the lives of tribal people too, but efforts have been made to snatch these lights, which are happening and will continue to happen.

Today there are more internal threats than external threats. There are many challenges of violence and alienation that beg solutions. But never get the right answer on the wrong question. When bread is needed, bread becomes the solution. Without bread, you cannot make any theory an injection of strength.

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Rajendra Vijayji, born in a tribal family on May 19, 1974 in this tribal soil, became a Jain monk at the age of just eleven. There is a flame within this saint who has written more than twenty books, which is sometimes seen agitating against obscenity, and sometimes becomes vocal against those who forcibly convert religion. Sometimes it becomes vocal for the existence of water, land and forest. The kind of efforts that this saint has made for building a healthy and non-violent society, there is no show-off, no demonstration, no hunger for publicity, no longing for any respect, calling any politicians on his platforms. There is no

make children cultured. India is waiting for a cultural revolution today. This task cannot be left to the government machinery. Family, society and nation can be made moral and character-rich in real sense only by building the right education and right values. In my view, the initiative and efforts of Gani Rajendra Vijayji is the incarnation of a light in the tribal area, it is such a light that is becoming the solution to problems like violence, terrorism, Naxalism, Maoism. Often we seek solutions to these problems through politics, while the crisis seems to be deepening instead of the solution.

Because due to political

Rajendra Vijayji is determined to move forward with the light to improve the life of this tribal area and to motivate the entire humanity. The result of Gani Rajendra Vijayji's spiritual aura and hard penance is the empowerment of the tribal society. It is a matter of great pleasure that Gani Rajendra Vijayji has prepared the basis for building a non-violent society with his spiritual brilliance. Many times he not only pacified the bloody struggle, but also brought different opposing groups on a single platform. While the groups were eager to kill each other with different types of weapons for widespread

# UNESCO recognised First "World Metrology Day" celebration on 20th May 2024

**Kolkata (PARTHA ROY):** First UNESCO recognised "World Metrology Day" celebration to be held on 20th May 2024 around the world.

Theme of World Metrology Day 2024: "We measure today for a sustainable tomorrow". The theme for World Metrology Day 2024 is Sustainability, chosen for its relevance to various measurement opportunities crucial for fostering a sustainable global economy and environment.

Sustainability affects many different areas of metrology and is of vital importance for European strategies such as the European Green Deal and the United Nation's Sustainable Development Goals.

This year marks the first year that World Metrology Day is

recognised by UNESCO, further underlining the importance of metrology.

World Metrology Day is an annual event during which the impact of measurement on our daily lives is celebrated around the world. This date was selected in recognition of the signing of the Metre Convention on 20 May 1875, when formal international collaboration in metrology began.

This year marks the 149th anniversary of the signing of the Metre Convention on 20 May 1875.

Each year World Metrology Day is organised and celebrated jointly by the International Bureau of Weights and Measures (BIPM) and the International Organization of Legal

Metrology (OIML) with the participation of the national organisations responsible for metrology.

1875 Paris treaty on the Metre Convention provides the basis for a worldwide coherent measurement system that underpins scientific discovery and innovation, industrial manufacturing and international trade, as well as the improvement of the quality of life and the protection of the global environment.

Martin Milton (Director of BIPM) and Anthony Donnellan (Director of OIML) comment on the importance of metrology for sustainability:

"This year, the theme for World Metrology Day is sustainability. Accurate measurements are the basis of environmental research and policymaking because they enable us to



understand and tackle complex environmental challenges such as climate change, pollution, and resource depletion. The theme of

sustainability encourages us to explore how metrology contributes to improving our lives every day. For example, accurate and reliable

measurements enable better monitoring of environmental parameters, better assessment of the impact of human activities, and the development of strategies that promote ecological balance. Metrology empowers us to make informed decisions, whether by quantifying carbon emissions, measuring waste, or monitoring natural habitats."

The metric system which is now the universal standard for measurements was created over 200 years ago. The Metre Convention, an international treaty designed to ensure that everyone around the world used the same metric system to measure weight and length, in order to ensure fair trade. The Metre Convention has since been ratified by

over 100 countries and economies. In November 2023, UNESCO's governing bodies proclaimed that 20 May would henceforth be celebrated as World Metrology Day (42 C/ Resolution 21). Celebrations of the Day each year are jointly supported by the International Bureau of Weights and Measures and the International Organization of Legal Metrology.

Metrology is the scientific study of measurement. It allows us to set common standards for units and measuring instruments. Metrology has a wide range of applications, including navigation, construction, product development, environmental monitoring, medicine and food processing. World Metrology Day

promotes the benefits of measurement science to a global audience, emphasizing metrology's value for quality of life and environmental preservation - a mission in harmony with UNESCO's goal of building a better world through science and education.

Ms. Audrey Azoulay UNESCO Director-General said, "At UNESCO, the lead United Nations agency for science, metrology underpins all our work. From mapping the ocean floor to assessing the volume of glacier melt in the Andes and Central Asia - two flagship initiatives by UNESCO - we depend on measurements as powerful tools to drive scientific discovery, technological innovation and sustainable development."

## AAP Claims "Conspiracy" After Probe Agency Says It Got Illegal Foreign Funds



Modi," Atishi said.

The Delhi PWD Minister pointed out the charges against her party stem from a case that is 11 years old, and one to which "all answers have been given to ED, Central Bureau of Investigation, Home Ministry, and Election Commission". "This is a conspiracy by Modi to defame AAP," Atishi raged.

"BJP does this before every election... many such false allegations will be made over the next four days (before Delhi's seven Lok Sabha seats vote, all of which were won by the BJP last time)," she said.

Earlier today ED sources told NDTV the AAP's receipt of foreign funds between 2014 and 2022 violated provisions of the

FCRA, or Foreign Contribution Regulation Act. The law says parties cannot take foreign funds. According to the agency, many of the donors recorded identical passport, credit card, and mobile phone numbers, as well as e-mail IDs. A confidential report to the Home Ministry, which has been leaked, indicates that 155 people living abroad donated ₹ 1.02 crore on 404 occasions.

The ED has claimed each donation is linked to one of only 55 passports, and that the AAP, to avoid restrictions, hid donor identities and routed the funds directly into an account with IDBI Bank Ltd.

This alleged breach of the

law came to light, agency sources have said, during

inquiries into a drug smuggling case involving former AAP MLA Sukhpal Singh Khaira, who is now with the Congress.

Documents seized in a raid of his home contained information on the donors, the ED has alleged. Some of the funds were allegedly siphoned by other AAP leaders for personal use.

This is not the first time the AAP has been accused of receiving foreign funds.

As far back as 2013 - when the Congress-led UPA government was in power - the AAP was linked to foreign funding. Mr Kejriwal had then said the Congress, now its ally under the INDIA umbrella, is "scared of the AAP" and dared it to also probe foreign funds received by itself and the BJP.

That same year the Association for Democratic Reforms approached the Delhi High Court claiming the BJP and Congress had received tens of crores via Indian subsidiaries of foreign companies.

"Lakhs of people have gathered here to see PM Modi. Jagannath is Modi's bhakt and we are all PM Modi's family. I cannot control my emotions and I think today is a momentous day for all Odias," said Mr Patra, who is the candidate from Puri.

It drew an immediate condemnation from Naveen Patnaik, who is hoping for a sixth consecutive term in the state.

"Mahaprabhu Shree Jagannatha is the Lord of Universe. Calling Mahaprabhu a bhakt of

another human being is an insult to the Lord. This has hurt the sentiments and demeaned the faith of crores of Jagannatha bhaktas and Odias across the world," Mr Patnaik posted on social media.

"The Lord is the greatest Symbol of Odia Asmita.

Calling Mahaprabhu a

bhakt of another human

being is totally

condemnable. I strongly

denounce the statement

made by the BJP Puri

Lok Sabha candidate and

I appeal to the BJP to

keep the Lord above any

political discourse. By

this you have deeply hurt

everywhere I mentioned that Modi ji is an ardent "Bhakt" of Shri Jagannath Mahaprabhu ..by mistake during one of the bytes I pronounced just the opposite ..I know you too know and understand this ..Sir let's not make an issue out of a nonexistent issue ..we all have "slip of tongue sometimes," his post read.

"According to Sambit Patra - "Modi's bhakt is Jagannath" .. It's a direct attack on Odia Asmita..... We want Sambit to apologise with folded hands in front of National Media and Each and every citizen of Odisha. It's very derogatory... You should mind your language," Odisha Congress posted on X.

On social media, many demanded a public apology from the BJP leader.

## Bharat needs visionary and strong leadership to transform into "Vikshit Bharat" @2047 : Dr. S Jaishankar

**Kolkata (PARTHA ROY):** Bharat's Minister of External Affairs Dr. S. Jaishankar stressed Bharat needs visionary and strong leadership to transform Bharat into a developed, prosperous nation by 2047 when it will celebrate Centennial year of Independence.

Dr. Jaishankar was addressing Vikshit Bharat @2047 meet organised by Indian Chamber of Commerce (ICC) in collaboration with Edunet Foundation in Kolkata on 14th May 2024.

Dr. Jaishankar highlighted various development projects initiated by Prime Minister Shri Narendra Modi since 2014 impacting all sectors and all sections of the society and has put Bharat in to

new roadmap of development and self-reliance. Initiatives like Make in India need the active participation of both government and businesses to succeed. Moreover, economic policies must ensure a level playing field, protect local businesses from unfair competition and foster a conducive environment for innovation and entrepreneurship. Looking ahead, we must anticipate and prepare for future disruptions and revolutions.

AI, semiconductors, electric vehicles, green technologies and space exploration are the domains that will shape the future economy. Educational reforms, infrastructure enhancements and

and self-reliance. Initiatives like Make in India need the active participation of both government and businesses to succeed. Moreover, economic policies must ensure a level playing field, protect local businesses from unfair competition and foster a conducive environment for innovation and entrepreneurship. Looking ahead, we must anticipate and prepare for future disruptions and revolutions.

AI, semiconductors, electric vehicles, green technologies and space exploration are the domains that will shape the future economy. Educational reforms, infrastructure enhancements and



support for self-employment are imperative to seize these opportunities. In the realm of foreign policy, our focus is on leveraging global resources, rebuilding connectivity, securing trust and partnerships, and attracting global talent and investments. Initiatives like the International North-

South Transport Corridor and India-Myanmar-Thailand Trilateral Highway exemplify our efforts to enhance connectivity and regional cooperation. However, the journey towards a resurgent India is multifaceted and dynamic. It requires vision, determination, and collaboration across sectors. While challenges

persist, our achievements serve as beacons of hope and inspiration.... We've set ambitious targets - from reaching a \$5 trillion economy in the near term to envisioning a \$52.5 trillion economy in the future.....

Dr. Jaishankar added, "...Our historical relationship with Russia is positive and we recognise its strategic

importance as a producer of natural resources. To address economic challenges and foster job creation, we must cultivate a strong business culture and prioritise domestic production, reducing dependence on foreign sources. ...."

The program was also graced by Mrs. Smita Bajoria, Founder, Edunet Foundation & Director, S. K. Bajoria Group; Mr. Pradeep Sureka, Past President, Indian Chamber of Commerce; and Dr. Rajeev Singh, Director General, Indian Chamber of Commerce

her welcome address highlighted India's foreign trade and economic policies are more aligned presently than ever before. Mrs. Bajoria praised "India & Indian interest First" vision in Indian Foreign policy.

Mr. Pradeep Sureka mentioned, since 2014 India has undergone a significant transformation in its foreign policy approach, marked by pragmatism and a prioritisation of economic interests.

Dr. Rajeev Singh, Director General, ICC said, "Dr. S. Jaishankar's vision paints a portrait of a New India, characterised by progress, determination and assertiveness...."

Mrs. Smita Bajoria, Founder, Edunet Foundation & Director, S. K. Bajoria Group, in

# Gahirmatha prepares for nesting of Olive Ridleys

**Kendrapara(KCN):** The Gahirmatha Marine Sanctuary personnel have started preparations for providing a tranquil atmosphere for the endangered Olive Ridleys for their smooth sojourn to the sandy beaches to lay eggs. Gahirmatha Marine Sanctuary is considered to be the largest rookery for the endangered Olive Ridley sea turtle, which is protected under Schedule 1 of the Wildlife Protection Act, 1972, and accorded the highest protection like

endangered tigers. Sanctuary Ranger Pradosh Kumar Moharana said lakhs of Olive Ridley turtles were seen congregating at a kilometre distance from the sea coast near Habalikhati and Satabhaya.

Anticipating the mass nesting of the Olive Ridleys in March, the Forest personnel have expedited the sea patrolling and launched cleaning of the beaches at regular intervals, Moharana said. The Forest personnel are very optimistic that the

mass nesting phenomenon of the endangered marine turtle will occur after the second week of March. "We expect that the

turtles would come en masse to lay eggs at the golden beach of Nasi-2 island. The mass nesting phenomenon usually occurs during 'Dola

Purnima'," the Ranger said adding, "We are hopeful that this time too the mass nesting of Olive Ridleys might occur after March second week." Meanwhile, the Forest personnel have come across nests of Olive Ridley turtles at the beaches of Gahirmatha Marine Sanctuary. As many as 829 eggs of Olive Ridleys were collected from the sporadic nesting sites on the beach by the personnel for artificial hatching at the hatchery set up at Babubali, Moharana said.

However, the sea along



## Satellite survey reveals huge fraud in paddy cultivation



**Sonepur(KCN):** A satellite survey has exposed 'fake' cultivation of paddy on 9,018 plots by some unscrupulous farmers and land owners. The survey has unearthed that in reality paddy was not cultivated during the 2023-24 Rabi season in various areas of Subarnapur district, sources informed Sunday. Sources pointed out that hundreds of farmers including landowners got their names registered with the Primary Agricultural Cooperative Societies (PACS) and women's self-help groups (SHGs). They had done so to get government benefits provided for the cultivation of paddy. However, instead of

paddy cultivation, they were procuring it from other states and selling it at rates fixed by the government and reaping rich benefits, sources alleged. In the process, the original paddy farmers are losing out on government benefits, they added. The survey has exposed that the plots mentioned as farmlands during registration do not exist at all. They are abandoned grasslands, water bodies and barren non-cultivable land. The satellite survey was conducted by the Revenue, Agriculture, and Cooperative departments after large-scale allegations of fake registrations surfaced.

After obtaining the satellite survey report, officials of the district

administration then initiated a physical examination of the 10,208 doubtful plots. And once it was done, it emerged that there had been rampant 'fake' registration of plots as paddy cultivation lands. Reports said that paddy cultivation was carried out on 34,000 hectares of irrigated land in Subarnapur district during the 2023-24 Rabi season. During registration, the farmers mentioned that paddy cultivation had been carried out on 12,959 plots in Subarnapur district. A total of 35,580 farmers registered their names with the 60 PACS and 37 women SHGs groups to sell their harvested paddy crops. Immediately after

registration, a field survey was done by a team comprising a revenue inspector, village-level agriculture worker, secretaries of the various PACS and women SHGs.

Initially, 191 fake registrations by farmers came to light and their names were struck off the list. However, it was just the tip of the iceberg. Only when the government undertook a satellite survey the massive fraud was unearthed. It was found that paddy cultivation had not been done on approximately 10,208 plots under six tehsils. Then a physical survey of the doubtful plots was done and it was found that over 9,018 of them did not exist at all.

## TPWODL bridging healthcare gaps

**Burla(KCN):** In an era when accessibility to healthcare is paramount, TP Western Odisha Distribution Limited (TPWODL), a joint venture between Tata Power and the Government of Odisha, being an established corporate entity took several steps for the development of an underprivileged section of the society under its wide-spread corporate social responsibility (CSR) programmes. The company has deployed three Mobile Health Dispensary Vans in the districts of Kalahandi, Deogarh, and Sonepur respectively. This is a step in the right direction to bridge the gap in the rural areas of these three districts so far as healthcare

facilities are concerned. The main objective of the services is to improve healthcare in the rural areas of western Odisha and provide essential treatment to people who are deprived of primary healthcare. Taking into consideration the need for treatment of various infectious diseases prevalent in remote areas, the route of these

Mobile Health Dispensary Vans is decided by the Chief District Medical Officers (CDMOs). These mobile health dispensary vans are equipped with the latest medical facilities, doctors, nurses, and pharmacists. They provide various types of primary health care, health check-ups, vaccinations, and fast-aid medicines for various diseases. So far, a total of around 90,000 people in these three districts have already benefited from these MHD vans. These MHD vans reflect the fundamental thought process of the company. In this regard, the CEO of TPWODL, Gajanan Kale expressed that healthcare is a basic human right and no one should be deprived of medical services."



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# Credit Plea For Coal



**New Delhi(KCN):** Amrit Lal Meena, Secretary Coal, has urged banks and non-banking financial companies to find appropriate solutions while working on the proposals placed before them regarding credit availability for commercial coal mines. He reiterated that coal mining is a good and profitable long-term business with assured returns starting from 3-4 years of the allocation of the coal mines. REC Limited, has organised a workshop on 'Customised Debt-Financing for Commercial Mining & MDOs' recently in New Delhi. The workshop witnessed

participation by Amrit Lal Meena, Secretary, Ministry of Coal, M Nagaraju, Additional Secretary and Nominated Authority, Ministry of Coal, and Vivek Kumar Dewangan, Chairman and Managing Director, REC Ltd. along with other senior functionaries from the coal industry and government. Shri Meena appreciated the initiative of REC and its commitment to strike a balance between sustainable development and financial viability of the mining sector in compliance with the ESG norms and willingness to be a partner in the growth journey of the mining industry. He also highlighted the necessity of efficiently

closing coal mines once they reach the end of their operational life and rejuvenate such exhausted mines for sustainable endeavours like Pumped Storage facilities, Solar Parks etc. The Secretary reassured the commitment to sustainable methods of mining and informed that Coal Ministry is taking various steps to increase production from the Under Ground mines. He emphasised that the coal sector is in the growth phase and collective efforts should be made to reduce coal import by increasing production to meet growing domestic demand.

tests for making proper diagnosis is available in Apollo Hospital, Bhubaneswar. These tests are hardly available in few laboratories in odisha. Under one roof in Apollo Hospital, Bhubaneswar all the facilities are also available for this disorder for diagnosing and treating these cases. We are happy to hold this workshop and bring awareness among the medical fraternity of odisha.

2023. The Diagnosis of these disorders is very important which affects people of all ages. Making proper diagnosis and giving appropriate treatment will save many lives particularly the young. All the laboratory

operations, Nepal will receive 21.9% of the electricity generated by the Arun-3 power plant as free power. This underscores the exemplary cooperation between India and Nepal in harnessing the potential of renewable energy resources and reaffirms their commitment to strengthening bilateral relations.

The Arun-3 hydroelectric power plant, administered under the build, own, operate, and transfer (BOOT) model, is a collaborative endeavour between India's SJVN and the Government of Nepal. SAPDC, a wholly owned subsidiary of SJVN, will oversee the plant's operation for a period of 25 years, which excludes the initial five-year construction phase. Following this operational phase, ownership of the power plant will be transferred to the Nepal government. One of the most salient features of this agreement is the substantial benefit it bestows upon Nepal. Over the initial 25 years of commercial

operations, Nepal will receive 21.9% of the electricity generated by the Arun-3 power plant as free power. This underscores the exemplary cooperation between India and Nepal in harnessing the potential of renewable energy resources and reaffirms their commitment to strengthening bilateral relations.

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## Odisha records 20x growth in job applications in the last 90 days

Bhubaneswar: As one of the fastest-growing states in terms of economy in India, Odisha has been witnessing a steady growth in job opportunities across sectors and industries and has emerged as a popular destination for job seekers. apna.co – India's largest jobs and professional networking platform – recorded 20x quarter on quarter growth in job postings in the state's capital, Bhubaneswar in the previous quarter. The platform has also noted increased job openings for multiple roles in the last three 90 days.

After recording an economic rating higher than India's GDP, Odisha has become a promising destination for employers to invest in, strengthening the state's economy and creating more job opportunities. apna has become a trusted partner for various popular companies such as Zomato, Bharti AXA, Burger King, TeamLease, Byjus, and Delhivery amongst others in the state to fulfill their hiring requirement. In the last quarter, there has been an increased hiring momentum for roles such as telecallers/BPO, sales, computer/data entry operator, delivery persons, and business development executives amongst others. The capital city continues to be one of the top commercial hubs in Eastern India.

With more than 25 percent female users from Bhubaneswar, apna has become a default partner for women to build their professional networks and participate in helping India unlock its economic potential. According to the platform, there has been a quarter-on-quarter increase in women joining the workforce from the state and participating in uplifting Odisha's economy. Telecalling and business development have consistently been the most popular role amongst women in Bhubaneswar followed by data entry operators. Interestingly, women also opted to get on the field by joining the sales workforce for various organizations after COVID cases dropped drastically.

Commenting on the growth, Manas Singh, Chief Business Officer, apna.co said, "Odisha is witnessing tremendous growth in the past quarter, emerging as one of the key markets with a rise in both workers and employers on apna. We will continue creating more hyperlocal opportunities to help accelerate the economic growth of Bhubaneswar."

### FURO Sports Shoes welcomes Shahid Kapoor as its Brand Ambassador

Bhubaneswar: FURO Sports Shoes, (from the house of Red Chief Shoes), is thrilled to announce its much-coveted collaboration with the Bollywood Superstar, Shahid Kapoor. Shahid's youthful and sporty personality of an affable boy gel with the aspiring core values and ethos of FURO Sports Shoes. Shahid appeals to a wider audience across all age groups. While his exceptional fitness lifestyle, dancing prowess, and romantic-action-oriented movies attract the youth, his responsible family guy persona connects with relatively mature age groups as well. Mr. Manoj Gyanchandani (Managing Director) expressing his views on the collaboration, shares, "We are extremely honored to welcome Shahid Kapoor as the newest FURO family member. We couldn't have asked for a better partner in 2022 who comes with such high credible energy which is much needed in such dynamic times to inspire the youth towards athleisure lifestyle. We look forward to a successful partnership with him and hope to have a mutually beneficial long-term relationship."

Mr. Rahul Sharma, (Marketing Head) further shared "To continue leveraging our association both in mass media & digital platforms – Shahid would be part of our forthcoming Brand campaigns, which are back to back lined up starting few weeks from now."

### BOB Financial crosses the 1 Million Credit Cards mark

Mumbai: BOB Financial Solutions Limited (BFSL), a wholly-owned subsidiary of Bank of Baroda (Bank) that issues and manages Bank of Baroda Credit Cards, has crossed the 1 Million Credit Cards mark.

As per Reserve Bank of India (RBI) data, Bank of Baroda Credit Cards have grown 9X over the last four years – from 0.12 million cards in March 2018 to over 1.1 million cards in March 2022. Further, the monthly spends on credit cards have grown 10X over the same period – from Rs.80 crore in March 2018 to Rs.830 crore in March 2022.

In CY2022, cobranding with IRCTC, HPCL, Defence Services, and partnerships with fintechs have been some of the key initiatives in the ongoing transformation journey.

Speaking on the occasion, Mr. Shailendra Singh, MD & CEO, BFSL said, "In 2017, we started on a journey of transforming BOB Financial into a leading credit card issuer in India. Crossing the 1 million credit cards mark is an important milestone. However, while we celebrate this achievement, our ultimate aspiration is to become one of the largest Credit Card issuers in the country, serving customers of every demographic and socio-economic classification."

BFSL has been focusing on investing in people, processes and technology to enhance customer experience.

## LIC Mutual Fund Announces Completion of IDBI MF Schemes Merger

Mumbai : LIC Mutual Fund (LIC MF), one of the reputed fund houses in the Indian asset management industry, has announced the successful completion of the takeover of schemes of IDBI Mutual Fund (IDBI MF).

The effective date of merger is July 29, 2023. The move is in line with LIC MF's mission to strengthen and diversify its product offerings, expand its footprint and grow its assets under management (AUM) to emerge as a leading MF house in the country. LIC MF had an AUM of Rs 18,400 Crores and IDBI MF had Rs 3,650 Crores as of June 30, 2023.

After completion of the merger, out of 20 schemes of IDBI MF, 10 schemes will be merged with similar schemes of LIC MF and the remaining 10 will be taken over by LIC MF on standalone basis, which will take its total scheme count to 38. With this

merger, investors invested in IDBI MF schemes will get access to LICMF's diversified basket of product offerings covering Equity, Debt, Hybrid, Solution oriented themes, ETF and Index funds.

Commenting on the successful completion of the scheme merger, Mr. T.S. Ramakrishnan, Managing Director & CEO of LIC Mutual Fund, said: "It is an important milestone in our journey as we are working towards developing our capabilities to serve as a diversified mutual fund house catering to investment needs across key markets in India. The merger complements our goal to strengthen our scheme offerings in the mid-cap, small-cap, gold fund, passive fund segments, etc. The merger will help us build wider market presence and offer a more extensive range of product basket.

The combined strength will help us capture emerging opportunities in the thriving asset management industry and drive value for investors and distribution partners." He further added "Our vision is to be a trusted partner in wealth creation and a mutual fund of choice. Our track record of managing funds for over three decades has enabled us to gain trust of investors. We will remain focused and work towards delivering long-term performance by adopting adequate risk control mechanisms."

**About LIC Mutual Fund:** LIC Mutual Fund was established on 20th April 1989 by LIC of India. LIC MF is an AMC with LIC of India as its Sponsor and other stakeholders being LIC Housing Finance Ltd, GIC Housing Finance Ltd and Union Bank of India.

### Ambuja Cements introduces Cool Walls, a special product that keep homes cool in summers and hot in winters

**Mumbai :** Ambuja Cements Ltd, one of India's most sustainable cement manufacturers, is now offering an innovative green solution for constructing strong walls. Ambuja Cool Walls

include noise reduction, high fire resistance etc. Also it enables speedy construction and reduces project completion time by ~30%.

Ambuja Cool Walls is a unique wall solution to the problem faced by traditional construction with non-sustainable products. The challenge posed by traditional construction today are efflorescence on walls, termite attack, water absorption and highly prone to earthquakes. Ambuja Cool Walls along with unique jointing mortar makes the wall stronger and eliminates the problem faced by traditional construction practices.

This helps the consumers in cost saving on electricity due to thermal insulation, low frequency of repeat painting because of no efflorescence, lesser repeat maintenance and lower construction cost. Additional benefits

Ambuja Cool Walls is a sustainable product as it consumes large volume of fly ash in its manufacturing. The walls does not require curing during construction and thus saves 5000 liters of water for a 1000-square feet house. Mr. Neeraj Akhoury, CEO India Holcim and MD & CEO of Ambuja Cements Ltd., said, "Ambuja Cements has always pursued innovation to provide customers with eco-friendly solutions for a better and a greener future. It's our endeavour to provide world class solutions to customers in India. Ambuja Cool Walls is a testimony to our commitment to provide sustainable, high strength and durable solutions to our customers".

### KiiT International School becomes the only school from Odisha to win at ToyCathon

Bhubaneswar: The revered founder of KiiT International School, Shri Achyuta Samanta, has always inspired and encouraged the youth to think outside the box. This motivation has led to an immense achievement for the school. A game, 'Untold Stories', designed by Shree Roy, a 10th Grade student of KiiT International School, has been selected as one of the top 7 winning games at ToyCathon, an inter-ministerial initiative of GOI, in association with AICTE.

Speaking on the occasion, Dr. Mona Lisa Bal, Chairperson, KiiT International School said, "This is an extremely proud moment for KiiT International School family. I congratulate Shree for her endeavours. This is an accomplishment not just for

her but the entire school. We always nurture our students to think beyond their textbooks and take interest in activities outside their classroom. I am glad that this morale-boosting has steered us to achieve this great honour. I firmly believe that these leaders of tomorrow can drive us towards a better tomorrow with proper education and guidance."

Shree's game 'Untold Stories' is a multiplayer game where one must answer questions about India's heritage to move on to the next level. With this game, Shree intended to revive the art and culture of India. With modernization and technology, most youngsters are glued to their smartphones and the internet. Shree designed this game with the help of the

## Workshop on causes and Diagnosis of Bleeding



Bhubaneswar: Apollo Hospital Hematology Department is organizing one workshop on diagnosis and management of Thrombotic disorders under the aegis of hematology. On 2nd Nov,

2023. The Diagnosis of these disorders is very important which affects people of all ages. Making proper diagnosis and giving appropriate treatment will save many lives particularly the young. All the laboratory

tests for making proper diagnosis is available in Apollo Hospital, Bhubaneswar. These tests are hardly available in few laboratories in odisha. Under one roof in Apollo Hospital, Bhubaneswar all the facilities are also available for this disorder for diagnosing and treating these cases. We are happy to hold this workshop and bring awareness among the medical fraternity of odisha.

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# Impactful Prabhsimran ends season on high

**New Delhi:** Six years back, Punjab Kings, then known as Kings XI Punjab, decided to invest in an 18-year old Prabhsimran Singh, spending as much as INR 4.8 Crore on him. With the likes of KL Rahul, Mayank Agarwal and Chris Gayle in the side, Prabhsimran invariably had limited opportunities. He played his first match for Kings in 2019, against Sunrisers Hyderabad, and had to wait 18 more months for his next IPL game. But Kings didn't let go of him, continuing to keep him in the fold but not for the initial sum that they got him for.

From 2019 till the end of the 2022 season, Prabhsimran got to play only six matches in which he scored 64 runs at an average of 10.66. Kings, though, persisted with him in 2023. He got a good run of games last season, getting to play all 14 and there were some

impressive knocks too, including 103 against Delhi Capitals and 60 against Rajasthan Royals. With Shikhar Dhawan having been reduced to the sidelines for the majority of the 2024 season due to a shoulder injury, Prabhsimran had to shoulder the responsibility alongside Jonny Bairstow at the top of the order.

But the returns from Prabhsimran were minimal. Before the game against Sunrisers on May 19, the Punjab batter had managed only 45 runs in five innings, averaging 9 with a strike rate of 104.65 and a highest of 16. Prabhsimran's poor run meant that the Kings were reduced to the bottom of the chart in terms of runs contributed by the opening batters in the season.

Before the SRH game, PBKS's openers had

managed only 635 runs and three fifty-plus scores, the least for any team. The Kings also had a problem with the No.3 this season. Prabhsimran and Rilee Rossouw were both used in this position but apart from Rossouw's 61 and 43 against RCB and CSK respectively, the contributions were limited. Collectively, PBKS's top three had managed only 916 runs, the least among all teams in this IPL.

But Jitesh Sharma, the captain for PBKS' final league game, wasn't keen to look too much into those numbers. "I do not believe in numbers. I believe in good intent. The openers have shown good intent in each game. It's fine that the top order could not score more runs. But whenever they came to bat, they came to bat for the team, and not for themselves. You can see clearly that they've tried to give us a

good start. That is more important," said Jitesh. That belief translated into impactful contributions from the top three against SRH. Prabhsimran led the charge with a 45-ball 71, Atharva Taide struck a 27-ball 46 while Rossouw hit a breezy 49 off 24 as the top three led the platform for PBKS's total of 214/5, their highest against SRH, bettering the 211/4 they scored in a

successful chase in Hyderabad 10 years back. Abhishek Sharma had a superb season at the Syed Mushtaq Ali Trophy, and his Punjab team-mate Prabhsimran's numbers did pale a bit in comparison. He scored 255 runs in 10 innings, with two half-centuries, while his opening partner Abhishek went on to

amass 485 runs, including two hundreds and three fifties. The contrasting form of both batters carried into the IPL as well, with Abhishek having a breakthrough season while Prabhsimran had an average one. But, like Jitesh, the Punjab state team captain Mandeep Singh comes to the defence of Prabhsimran, stressing

that the lack of consistency isn't a big factor as long as he is making an impact. "I feel that a player like Prabhsimran who plays at a strike rate of 150 or above, players like these usually have an issue with consistency," Mandeep says in a chat with Cricbuzz.

"He's still very young. And if you still see his first-class record, he averages close to 50, he has a good average in T20 and List A cricket as well. I think he's on a good path and obviously he's going to get better. There is a bit of an issue with consistency but at the same time his game is such that...he's a very aggressive player. In between he'll play such an innings that it'll leave you awestruck. If he plays a long innings then you can expect the game to be one-sided. If he stays at the crease, I don't think the opponents will stand a chance. He's on a great path and I'm sure he'll only get better," Mandeep says.

## Phil Salt's absence will not affect KKR in IPL 2024 playoffs: Virender Sehwag

**New Delhi:** Former India batter Virender Sehwag believes that KKR will not feel the absence of their in-form opener, Phil Salt during their play-offs games in the Indian Premier League (IPL) 2024. Sehwag opines someone else from the KKR side should step up to fill in for Salt in their crucial Qualifier 1 clash against an in-form SRH on May 21. Salt has played a pivotal role in the KKR batting unit with his explosiveness at the very top of the order alongside Sunil Narine. The 27-year-old has been one of the best batters this season, which has seen him score a total of 435 runs in his 13 appearances.

The opening stand between Salt and Narine has often played a winning role for KKR in their matches in the ongoing IPL season so far, all due to their aggressive approach from the very get-go. Salt was amongst the England players who had left their IPL franchises midway, to join the national team camp in preparation for their 4-match T20I series against Pakistan, set to begin on May 22. After KKR's final group-game of the season against RR got washed off on May 19, the play-offs scenario sets up with KKR taking on the Sunrisers in Qualifier 1 and Salt's absence is already speculated as a key element ahead of the clash. Speaking to

ESPNcricinfo, Sehwag explained how he wants KKR to continue with their strong performance despite Salt having left the side. "It's not like one player's absence will drop the value of your team. It's just that the other player needs to perform well. What will actually matter is that one of your in-form players will be absent. How Phil Salt has performed, the runs he has scored, the strike rate he batted with, these will be missed by KKR," Sehwag said. "However, it can also happen that someone can step up and perform better than Salt in that match. All he has to do is play one match right? So I'd rather look at it positively.

World Cup. CWI have also confirmed that Joseph and Rutherford will be later added to the squad in case RCB and KKR do not reach the final. "We have not played together as a team since the Australia series, but we just completed a very high-intensity training camp in Antigua," White Ball Head Coach Daren Sammy said. "Now we have the chance

to integrate some of our players returning from the IPL and build some momentum as a group going into the World Cup." Roston Chase has been named as King's deputy for this series. Chase led West Indies A in the absence of King in Nepal recently. The three games will be held at Sabina Park in Jamaica on May 23, 25 and 26.

**Squad:** Brandon King (C), Roston Chase, Alick Athanaze, Johnson Charles, Andre Fletcher, Mathew Forde, Jason Holder, Akeal Hosein, Shamar Joseph, Kyle Mayers, Obed McCoy, Gudakesh Motie, Romario Shepherd, Hayden Walsh

## A three-act play from the Sunrisers freight train

**New Delhi:** Before their match against Punjab Kings, Sunrisers Hyderabad ended up having a 10-day break from cricketing action. It was supposed to be a seven-day break after their mauling of Lucknow Super Giants but an additional three days were added after the SRH-GT washout in Hyderabad. And with the Kings opting to bat and posting a sizable total of 214, it remained to be seen if the belligerent SRH batting, which was on display throughout the competition, would have some rustiness heading into a big chase. The first-ball duck for Travis Head in Arshdeep Singh's over didn't help matters for SRH who needed a victory to stay in contention for a top-two finish. But they had, at the expense of a bowler, brought in Rahul Tripathi into the eleven. Tripathi had turned up in SRH colours close to a month and a half back, against the same opposition in Mullanpur. He had an overwhelming game then, scoring only 11, after starting off with 20 against Kolkata Knight Riders. How would he, without much on-field action, respond in a crunch situation for SRH?

His response was a quick-fire 33 off 18 balls, one that stayed true to SRH's batting template this season, and one that gave them the impetus in the chase after losing their star opener early. Tripathi started off with a couple of fours off Arshdeep before taking on Rishi Dhawan in the second over, hitting a six and two fours off successive deliveries. He didn't stay beyond



adding that despite this performance from Tripathi, the team combination in the playoffs will depend on the dynamics of the game. "We just changed the dynamics for today's game," said Franklin about the inclusion of Tripathi in place of a

bowling option. "We've been picking our squads very much on a game-by-game basis. We got the extra batter today as opposed to the extra bowler, and it worked in terms of using Rahul in the way that he did. He played fabulously. But as we move forward into the playoffs, again,

the selection debate will happen and we'll work out what our best squad is for whoever we play and whatever game we play."

And for Abhishek, the bulk of whose runs have come in partnership with Head (275 out of 401 runs before the game against PBKS), it was a

new experience. One where he had to lead the charge along with playing his usual game, and build a partnership in the middle overs to ensure SRH did not lose their way. Abhishek had faced only 1 ball for 1 run when Tripathi had raced away to 23 off 10. But he made good ground soon enough. Two fours and a six off Arshdeep, a six each off Dhawan and Harshal, and a four off Harshal got him to 32 off 12 when Tripathi was dismissed.

He joined forces with Nitish Reddy next, putting on 57 off 31 to keep the team on the right track in the run chase. Abhishek's contribution was 34 off 16 balls in this partnership, which powered SRH close to 130 at the halfway stage of the innings. "He's been outstanding," added Franklin.