

Odisha CM embarks on four-day Singapore visit

advancements, especially in chemical and petrochemical sectors and establishing a strong diplomatic ties and fostering collaboration in areas such as skill development, technical education, and sectoral growth.

The delegation will visit Singapore's renowned industrial and infrastructure facilities including the Jurong Petrochemicals Region, the Tuas Port and ITEES, accruing new ideas and inspiration to implement advanced solutions at similar facilities in Odisha.

The delegation will also interact with top officials, including Singapore's Deputy Prime Minister, Ministry of Trade and Industry, and the Minister for Foreign Affairs, to exchange insights on investment and trade opportunities, the official said.

Meanwhile, the Opposition BJD welcomed Majhi's tour to Singapore to bring investment to the state. "However, the state government must take steps to create a conducive atmosphere to keep big investments like ArcelorMittal/Nippon Steel & JSW EV project in the state for which MoUs have been signed earlier," BJD MLA and former industries minister Pratap Deb told reporters.

community and friends from Nigeria who have sent me warm welcome messages in Hindi," he said. In the third and final leg of his trip, Modi will visit Guyana from November 19 to 21 at the invitation of President Mohamed Irfaan Ali. It will be the first ever visit of an Indian prime minister to Guyana in over 50 years. "We will exchange views on giving strategic direction to our unique relationship, which is based on shared heritage, culture and values," Modi said. "I will also pay my respects to one of the oldest Indian diaspora, who migrated more than 185 years ago, and engage a fellow democracy, as I address their Parliament," he said.

10th National Children's Literary Festival at KIIT International School kicks off

Bhubaneswar, (KCN): The 10th National Children's Literary Festival 2024 at KIIT International School began on a high note today, with celebrated author Ruskin Bond inspiring young readers to embrace the joy of books. Addressing the audience virtually, he remarked, "Reading is important. Books can be great companions throughout your life. We must cultivate the love for literature, and festivals like this play a vital role in promoting books."

The festival, organized by KIIT International School and Kloud 9, the

school's magazine, brought together renowned authors, actors, and educators to celebrate the power of literature. The event was inaugurated by KIIT and KISS President Saswati Bal, who commended the enthusiasm of the students and officially declared the festival open.

Notable guests included Marc L. Coleman, Head of international Curriculum, who shared his thoughts on how literature remains central to education. "Education is a journey and not a destination," he said. "Reading is part of our lives, and books,



whether fiction or non-fiction, are an integral part of our heritage." Actor Soha Ali Khan, attending the festival for the first time, said children should read books for at least 15

minutes every day instead of wasting time on their mobile. "Book is the real friend of a child. They can earn more knowledge if they read more. By which they can be self-empowered and

the society can develop with this", she underscored. Best-selling author Preeti Shenoy encouraged students to read widely and for pleasure. "Read for the

joy of reading. Read for the love of reading. Read more books, whether they are bestsellers or not," she said, motivating the young audience to explore diverse genres and

perspectives. Actor Vikrant Massey extended his congratulations to Kloud 9 and KIIT International School for hosting the festival. "I want to congratulate the organizers for this literary celebration. I hope to meet you all again next year," he said in a video-recorded message.

Dr. Mona Lisa Bal, Chairperson of KIIT International School, and Dr. Sanjay Suar, Principal, also addressed the gathering, emphasizing the importance of such platforms in nurturing creativity and critical

thinking among students. In a significant announcement, the school magazine Kloud 9 revealed its transition to an all-digital format starting December 2024. This step marks a new chapter in its journey, ensuring a wider reach and embracing the digital age.

The 10th National Children's Literary Festival 2024 promises a vibrant blend of literary discussions, storytelling sessions, and creative workshops, reaffirming KIIT International School's commitment to fostering a love for literature among young minds.

Minister orders action against negligent Forest personnel

Keonjhar (KCN): State Forest and Environment Minister Ganesh Ram Singh Khuntia Friday directed Keonjhar Divisional Forest Officer (DFO) Dhanaraj HD to take departmental action against negligent forest staff over illegal tree felling in Krushnapur protected forest of Champua range. The Forest department has already filed cases against 13 members of the Van Suraksha Samiti (VSS) involved in this matter. However, local villagers have alleged that due to departmental negligence, a large number of trees beyond the permitted limit were felled and illegally transported.

The minister, responding to complaints from villagers and media



representatives, assured that strict action would be taken against responsible Forest personnel. It is worth noting that permission had been granted by the DFO for cutting 2,505 eucalyptus trees in the Krushnapur protected forest under the supervision of the

VSS. However, allegations surfaced that numerous trees beyond the permitted count were felled prompting the villagers to lodge complaints with the District Collector and the DFO. Following complaints, the DFO

ordered a recount of the felled trees, during which excessive felling of 1,123 trees was identified. However, the Forest department abruptly stopped the recounting process and delayed it for over a month, leading the villagers to escalate the matter to the minister.

ECoR plans to install to 'Kavach' system



Bhubaneswar (KCN): The East Coast Railway (ECoR) plans to install the Kavach, train collision avoidance system, an official said. The Kavach system will be installed between Ranital (Bhadrak) in Odisha and Duvvada (Visakhapatnam) in Andhra Pradesh, a vital section of the Howrah-Chennai main line covering a distance of 595 km.

"Tender has been notified for the survey, design, supply, installation, testing, and commissioning of Kavach equipment, as well as other associated works, with an estimated value of about

Rs 280 crore," an official statement said. The installation of Kavach, the indigenous train collision avoidance system, is a top priority set by Railway Minister Ashwini Vaishnaw to enhance safety on busy and critical rail corridors.

"A detailed estimation is underway for installing Kavach in the remaining sections of ECoR. It is also focusing on modern signalling and interlocking systems to minimize human error," it said.

Kavach, an indigenously developed automatic train protection (ATP) system, is designed to

prevent train collisions and ensure enhanced operational safety. "Once installed, it will offer automatic braking, speed regulation, and will help avoid human errors, especially in emergency situations. The project will include installing equipment on tracks, level crossing (LC) gates, and at railway stations along the designated section, with separate towers for the system being erected at a later phase," it said.

Upon completion of the infrastructure setup, Kavach devices will be integrated into trains operating on this busy

corridor, ensuring real-time communication between trains, stations and control centres, thus minimizing the risk of accidents. The successful implementation of the Kavach system on this critical section of the Howrah-Chennai Main Line will set a benchmark for safety and technology-driven rail operations, significantly reducing the likelihood of signal passing at danger (SPAD) and head-on collisions, creating a safer travel experience for passengers, the statement said.

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Producer Nikhil Dwivedi says Shraddha's Naagin shoot will begin in 2025

Producer Nikhil Dwivedi shared an update on Shraddha Kapoor-starrer Naagin. He said that the script took three years to perfect and the film will be going on floors next year. Nikhil Dwivedi's film Naagin, starring Shraddha Kapoor, has a completed script after three years of development. Dwivedi himself shared the update with India Today Digital. He also shared that the film will go on floors next year. Producer Nikhil Dwivedi is set to breathe new life into this iconic folklore with his upcoming project, Naagin, and he's

chosen none other than Shraddha Kapoor to bring this legendary character to life. In a recent interview with India Today Digital, Dwivedi opened up about the film and revealed that Shraddha was his first choice for the role. In an exclusive chat with India Today Digital, Nikhil spoke about his much-anticipated film and shared an update. He said, "Finally, the script is ready now. It has taken us three years to script it. We have redone the entire script three times, and now I can say that it's finally ready." Further speaking about why he decided to make Naagin, he said, "Firstly,



it's a completely brand-new subject. It has no connection with previous films. The reason for me making this film is that Indian folklore is actually very rich in ideas. We get very excited when a spider bites a man, and he becomes Spider-Man. But we kind of look

down upon a woman turning into a snake. Give us a chance, and we'll turn it on its head, and you will see quite a supernatural and different film." When asked about his casting decision, Dwivedi said that Shraddha's versatility

and screen presence made her an ideal choice for Naagin. "It was decided from the beginning that only Shraddha Kapoor would play Naagin. We're thrilled that she's on board. She has an ethereal quality about her," Dwivedi said.

Talking about her reaction to the film, Dwivedi said, "She jumped at it. She was the first one to come on board. I approached her first with the idea, and she was sold. She can't wait to start the shoot, now that the script is ready. We are just figuring out how to take it on floors as soon as possible. It will most likely go on floors next year." Naagin was announced quite some time back, but was reportedly put on hold. Shraddha saw a massive success with Stree 2, that broke several records upon its release and solidified her position in the industry.

Sonam Kapoor shares a glimpse of her 'breakfast of champions'

Hindi film actress and fashionista Sonam Kapoor Saturday shared a peek into what her "breakfast of champions" looks like. Sonam took to her Instagram stories, where she shared a picture of her hand filled with pills. A pill box can be seen placed next to her. She did not reveal what the pills are for but going by the doctor's bio on the photo-sharing website, it suggests that she is taking pills for detox for "gut and skin". The doctor's bio reads as "LA Naturopathic Doc/CEO... Gut, skin, hormones."

Last month, Sonam expressed her affinity for roles that originate from literary works, highlighting her passion for stories that transition from page to screen. Sonam, who is the brand ambassador for Word to Screen at MAMI Mumbai Film Festival (Mumbai Academy of Moving Image) in partnership with Soho House Mumbai. "As an actor, I have always believed that a film is only as good as its script. It is imperative to encourage writers and publishers through an ecosystem like Word to Screen where they can ideate and collaborate with filmmakers who can bring their vision to screen in the most authentic and

dynamic manner," she had said. The actress had added: "As an avid reader, I am often drawn to roles that have been adapted from books. Such characters also bring a depth that is important to their evolution from paper to screen." On September 2, the actress revealed that she is set to start shooting her first project post-pregnancy early next year and said that she loves living so many interesting characters through her profession. Sonam confirmed: "I'm super excited to face the camera again post my pregnancy. I love being an actor and I love living so many interesting characters through my profession. Human beings fascinate me and I love playing varied roles. I'm looking forward to my next." The actress' next will be a streaming project on a global platform. Details related to the project are still under wraps.



India's Best Dancer Returns With Season 4: 'Jab Dil Kare Dancer Kar!'

Dancing stirs diverse emotions, offering a dynamic way to express feelings. Sony Entertainment Television urges viewers to experience this emotional spectrum with the upcoming season of its homegrown dance reality show, 'India's Best Dancer - Season 4.' Heightening the glamour quotient of the show will be Bollywood's dancing diva, Karisma Kapoor who takes on the role as a judge. And, joining her in this journey will be Terence Lewis, and Geeta Kapur, as they reprise their role as judges this season.

Produced by Frames Production Company Promising a captivating journey of extraordinary talent and electrifying dance moves the fourth season of the much-cherished dance reality show urges viewers, 'Jab Dil Kare Dance Kar!.' In all of 90 seconds on the clock during the auditions, the contestants must showcase three power moves to impress the judges, also known as E.N.T specialists to go ahead in the show. Evaluated based on the criteria



Judges share their excitement, promising a spectacular season filled with extraordinary talent and captivating performances. Karisma Kapoor said, 'As a judge this season, I am thrilled to witness the evolution of dance styles and the boundless creativity of our contestants. This platform not only celebrates talent but also fosters a spirit of innovation and perseverance among participants. I am eager to embark on this

journey alongside Terence and Geeta, where we aim to inspire, empower, and elevate each dancer's performance to new heights.' Celebrating talent, diversity, and sheer entertainment, India's Best Dancer Season 4 promises a dynamic fusion of dance, expression, and emotion. Terence Lewis said, 'As we embark on another exhilarating journey with India's Best Dancer Season 4, I am thrilled

to return to the judges' panel. This show is a beacon for dance enthusiasts nationwide, offering a platform for raw talent to shine. It's truly gratifying to witness the evolution of dance forms and witness fresh, innovative performances that redefine creativity.' Hosted by Jay Bhanushali and ex-contestant Aniket Chauhan, India's Best Dancer Season 4 starts 13th July. Sharing her excitement for this season, Geeta Kapur said, 'Being part

of India's Best Dancer Season 4 fills me with immense joy and anticipation. Each season brings forth a new wave of talent that redefines the boundaries of dance. I am eager to witness the passion and dedication of our contestants as they showcase their unique styles and stories on stage. This platform continues to inspire and uplift, celebrating dance in its myriad forms.' India's Best Dancer Season 4 airs every Saturday and Sunday at 8 pm only on Sony Entertainment Television.

Home Remedies For Teeth Whitening

Shahnaz Husain



Everyone desires dazzling white teeth as it adds to our beauty. In fact, with sparkling white teeth, you can meet and greet others with confidence. When you meet someone, the most natural reaction is to greet them with a smile. It plays an important role in the impression we make on others. Teeth become darker or yellow with growing age as the outer enamel wears away, and the yellowy dentin underneath becomes more visible. Maintaining a bright, white smile doesn't always require expensive treatments or harsh chemicals. Nature provides us with plenty of remedies that can effectively keep our teeth looking their best. Some natural, at-home remedies are safe and can whiten your teeth. So, here look at some great ways to achieve sparkling white teeth naturally.

1---Baking Soda:
Using baking soda is one of the most effective teeth-whitening home remedies. Baking soda, also known as sodium bicarbonate, prevents bacteria from growing in your mouth because of its alkaline properties. Baking soda can gently polish away stains on the surface of the teeth.

Its alkaline and coarse nature will mildly scrub stains off your teeth and return your mouth's PH to normal levels. You can make a simple paste by mixing baking soda with a small amount of water and brushing your teeth with it a few times a week. Take one tablespoon of baking soda and two tablespoons of hydrogen peroxide. Mix both to make a paste. Use this paste to brush your teeth. Brush your teeth with baking soda mixed with Coconut oil enough to create a paste. This can make good homemade toothpaste. Mix one teaspoon of baking soda with fresh lemon juice to form a paste. Apply the paste to your toothbrush and gently brush your teeth for about two minutes. Rinse thoroughly with water afterwards. The acidity of the lemon juice can erode the enamel if used excessively

Many toothpastes contain baking soda. You can alternatively sprinkle a little bit of baking soda on your toothbrush before you brush your teeth to help whiten them. It must be used carefully as its overuse can also erode our tooth enamel; however, besides its benefits, it also has various disadvantages. It can damage your gums if used daily or if left in contact with your teeth for a long time. Just be sure not to use it too frequently, as excessive abrasion can damage tooth enamel.

2--Oil Pulling-----

Oil pulling is the term for washing the mouth with oil to remove dirt, bacteria, and debris. Oil pulling is an ancient Ayurvedic remedy practised worldwide to prevent and treat cavities, benefit oral health, improve gums, and whiten teeth. . This technique is also meant to improve overall oral health and hygiene. All you need is 2 tablespoons of coconut oil, sesame oil, or sunflower oil. Pour it in your teeth and swish it for over a few minutes in your mouth along with cool water and then spit it out. For the best results, do this practice daily.. Make sure to pull the oil through your teeth and around your gums. As part of this method, oil is used as a mouthwash. People started using this method thousands of years ago. It is suggested to use this method in the morning.

3---Activated charcoal-----

Activated charcoal is highly absorbent and can help lift surface stains from the teeth. Charcoal has activated carbon which is known to absorb water impurities. It is also known as a cleansing agent for tooth surfaces that have cracks. Activated charcoal can remove tannins, which are present in most of the food items we eat. Mix 1 teaspoon of charcoal powder and a pea-sized amount of toothpaste to make a mixture. Brush your teeth with it. You can do this twice a day or at least once. Wet your toothbrush and dip it into activated

charcoal powder. Brush your teeth gently for 2 minutes. Rinse thoroughly afterwards to remove any residue. Mix activated charcoal with a small amount of water to make a mouthwash. Swish this solution for 2 minutes and then spit it out. Rinse your mouth thoroughly with water after using activated charcoal.--

4--Peels----

Peels are also good for getting sparkling white teeth. Just rub the inside of an orange, banana and lemon peel on your teeth for two minutes. Make sure to thoroughly rinse out your mouth and brush your teeth afterwards. You should repeat this process two to three times a week. After a few weeks, you will be able to see results. Dip your toothbrush in water and then in the orange peel powder. Brush your teeth gently for 2 minutes. Rinse thoroughly with water. . You can also dry the orange peels and grind them into a powder to add it to your daily teeth-cleaning ritual. The peels of these fruits contain citric acid, which theoretically helps in teeth whitening. Banana peels contain manganese, magnesium, and potassium that help whiten your teeth. If you're having sensitivity issues, In that case, it's not recommended to use this remedy.

The author is an international fame beauty expert and is called the herbal queen of India

Barriers to implementing primary health care in villages in India

Healthcare in rural India is a constant struggle. Millions live with limited access to medical care, facing not only the absence of healthcare professionals but also the burden of outdated infrastructure. These aren't the only challenges—they are the reasons behind delayed treatment and preventable diseases that take a toll on lives.

Priyanka Saurabh



Primary healthcare is the foundation of any health system, especially in rural India, where more than 65% of the population lives. Yet, rural areas continue to face challenges in delivering effective healthcare services. In a decade infrastructure: Most rural primary healthcare centers lack basic amenities such as electricity, clean water, and equipment. According to Rural Health Statistics 2021, more than 8% of healthcare centers function without electricity. Rural healthcare centers face a severe shortage of trained medical personnel, including doctors and nurses. According to the Ministry of Health and Family Welfare 2022, there is a 23% shortage of doctors in healthcare centers in India. Long distances and poor transport networks pose difficulties in remote areas, affecting patients' access to healthcare. More than 40% of villages in hilly areas like Uttarakhand do not have access to a nearby healthcare center. Low literacy levels and lack of awareness about

healthcare services lead to underutilization of healthcare facilities. In states like Bihar, immunization rates remain low due to low awareness. India spends 1.3% of its GDP on healthcare (Economic Survey 2023), which is inadequate to improve rural healthcare infrastructure and services. Invest in improving infrastructure in PHCs, ensuring electricity, clean water, and essential equipment. The National Health Mission (NHM) can allocate additional funds to upgrade rural health centers. Increase recruitment and retention through incentives such as higher salaries, housing, and rural allowances for doctors and nurses. States such as Tamil Nadu offer rural service benefits to encourage doctors to work in rural areas. Expand the use of telemedicine and mobile health units to provide healthcare in remote areas. e-Sanjeevani has been successfully used to provide teleconsultation in rural India. Run community-based awareness programs about primary healthcare, focusing on maternal and child health. ASHA workers have been effective in promoting maternal care in rural areas. Increase public health expenditure to at least 2.5% of GDP as recommended by the National Health Policy 2017, focusing on rural healthcare. Countries such as Thailand have improved access to

healthcare through sustained investment in public health. The challenges in rural healthcare are not just limited to patients; they also place a heavy burden on the shoulders of healthcare professionals. The harsh realities faced by doctors are violence, inadequate housing, and crumbling infrastructure. These factors deter many from working in government hospitals here. Despite efforts to bring in specialists, the lack of such professionals often means that patients must be referred to district hospitals for treatment. "The COVID-19 pandemic was a wake-up call to improve our primary healthcare systems, yet there has been no additional investment in the sector. In the absence of accessible, affordable, and quality healthcare services, people in rural India, particularly those living in mountains, forests, and deserts, continue to fend for themselves when faced with illness—often delaying care until the disease is severe, not seeking care at all, or seeking care from informal, poor-quality providers. Even when they are able to seek healthcare, they are mistreated, receive poor quality healthcare, and often go into debt in the process."

Telemedicine, a vital tool for increasing access to healthcare in rural and underprivileged areas, still faces significant challenges. Aligning the availability of specialists, ensuring that patients have access to necessary

infrastructure such as internet and electricity, and managing the heavy clinical responsibilities often faced by specialists are all barriers that need to be addressed. AI can streamline this process by optimizing telemedicine consultations, routing cases to the right centers based on availability, and supporting a district-wide, AI-enabled, hub-and-spoke model that can improve appointment satisfaction rates. In addition, the potential of AI extends to improving auditing and fraud control mechanisms, which are critical to prevent resource leakage in programs such as Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (AB-PMJAY). By ensuring that resources are used effectively and ethically, AI can help strengthen the overall integrity of rural healthcare delivery systems. Strengthening primary healthcare in rural India is essential to achieve universal health coverage (UHC) and improve rural health outcomes. Focused infrastructure development, workforce incentives, and digital innovation can bridge the existing gaps, ensuring healthcare for all.

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Real people in Virtual Custody

Vijay Garg



This statement is not new to technology and science that along with its blessings, it also has some curses which we may have to face. But if any technology takes the form of an epidemic, then the concern related to it becomes very big. At present, 'Digital Arrest' is one such crisis for our country, which the Prime Minister recently mentioned in his radio program 'Mann Ki Baat'. Warning the people of the country about its danger, he appealed that people should remain alert and aware and combat this danger.Can. The question is why did the Prime Minister need this

call? Are the measures taken to prevent cyber fraud proving ineffective or is the awareness among the common people so low that they fall prey to the tricks of cyber fraudsters? Ever since the system of digital payments has been established in the country in place of cash transactions and people's interest in it has increased, cyber fraudsters have done many things to defraud the general public through this method. The situation is that the government and its agencies are not making any arrangements to protect people from cyber fraud.However, they soon prove inadequate to the perpetrators of this type of fraud. The general public is told not to share PIN, password, OTP with anyone while doing mobile banking transactions, then cyber thugs hack people's phones by sending a link that looks credible. In

such a situation, all the PINs and OTPs start going to the desired phones of the fraudsters and within no time, people's life savings are lost in their bank accounts. Before this could be controlled, the looting being done in the form of 'digital arrest' would come to light.It started. How big a weapon 'Digital Arrest' is in the hands of cyber robbers can be understood from the fact that in the first quarter of the year 2024, about seven and a half lakh complaints of 'cyber fraud' were registered across the country. Out of these, Rs 120.3 crore has been defrauded by giving fear to the common people of virtual arrest. In the last one year, the general public has lost an amount of Rs 1776 crore through cyber fraud. However, in this, Rs 1420 crore were directly invested in lucrative stock market schemes and Rs 222.58 crore were invested in

other fake investment schemes.The thugs have collected about Rs 1.25 crore from people by luring them into 'dating sites' related to romance. But the concern that has emerged as the most important threat on the economic scene of the country is 'digital arrest'. After all, what is the fraud called 'Digital Arrest' and how is it different from other types of cyber frauds? In fact, among the online frauds that cyber thugs are doing right now, the main one is stealing money from people's accounts by knowing their banking details (like PIN, password, OTP). Send a link to people on their mobile phonesBy clicking on it and making a banking transaction of small amount, cyber fraudsters get important information related to that person's bank account. After this, these fraudsters withdraw the amount deposited in people's accounts, which becomes known after a

long time. Cheated people are not able to even lodge complaints in cyber police stations on time. In most of the cases, these fraudsters go crazy by withdrawing all the money from the accounts. Even if the police or other agencies somehow reach them, recovery of the amount is not easy. Although a w a r e n e s s campaignsDue to this, people have become somewhat cautious, but seeing this happening, cyber thugs have devised a new method of fraud in the form of 'digital arrest'. In this, fraudsters disguised as real police or real officers of investigating agencies try to extort money from people by threatening them with arrest. That is, in this, a person is shown the fear of arrest or CBI or Income Tax investigation while making video or normal calls on mobile phone. Once a person gets trapped in their web, he starts feeling helpless in

front of them. then thisCyber ???thugs force the person to send all his deposits to the mentioned bank accounts himself. It has been observed that in most of the cases of 'digital arrest' the first call comes from an unknown source. In this, the person calling pretends to be a representative of the courier service delivering the goods. He bets that a courier sent by you has got caught in a check at a port or airport because a consignment of illegal drugs has been found in it. In this way, the person who is deceivedBy claiming to be a member of an international smuggling gang, he is made to talk to fake officials of police and other investigating agencies. Fake FIRs, arrest warrants and other fake documents are provided in which the name of the victim is shown. In such a situation the victim becomes badly

frightened. The cases of 'digital arrest' are not just limited to the scams of the courier company, but also include people's son or daughter being implicated in some case, being accused of sexual exploitation, being involved in some financial fraud.Like many cases are cited on the basis of fake evidence that looks real. In such cases, uniformed police officers are shown sitting in a police station on video call and speaking police language. When the victim's fear of arrest seems to be changing into reality, he considers it better to send the demanded amount without any delay and send the demanded amount on the prompting of the fraudsters. If a person remains a little cautious, avoids sharing his personal information related to money transactions and

overcomes the fear of virtual arrest, then the intentions of cyber robbers can be thwarted.These cannot be completed. The first condition in this is that calls from unknown numbers should not be heard. If it becomes necessary to listen to a phone call, then it should be done without fear and without sharing personal information. , The problem of opening of bank accounts on the basis of fake Aadhaar cards, fake identity cards and fake documents related to address has increased in the country. In such a situation, strict action has been taken by making public the names, photos and addresses of the caught cyber thugs. If this is not done then it is not necessary to commit cyber fraud just by pretending. Will stay.

Retired Principal Educational Columnist Street Kaur Chand MHR Malout Punjab

IDF Southeast Asia Region Diabetes Congress 15th-16th November 2024 | Yashobhoomi, Dwarka, Delhi



The Minister of State for Science & Technology (Independent Charge), Earth Sciences (Independent Charge), Prime Minister's Office, Personnel, Public Grievances & Pensions, Atomic Energy and Space, Dr. Jitendra Singh in a group photograph during the 52nd Annual Conference of the Research Society for the Study of Diabetes in India at Yashobhoomi, Dwarka, in New Delhi

Amid Rising Pollution, Haryana Authorises Deputy Commissioners To Temporarily Shut Schools Till Class 5



Chandigarh(KCN): The Haryana government on Saturday authorised deputy commissioners to temporarily shut physical classes up to Class 5 in schools in their respective districts after assessing the situation in the wake of rising pollution levels. "Letters have been written to all the district deputy commissioners on behalf of the directorate of school education in this regard," the state government's department of public relations posted in Hindi on X. Given the rising pollution, the Haryana government has given the deputy commissioners the authority to temporarily close schools up to Class 5, giving priority to the health of children, it added. In the letter, the directorate

of school education wrote, "I have been directed to inform you that the government has decided that the concerned deputy commissioners shall assess the prevailing situation (as per the GRAP) in view of the severe AQI levels in Delhi and surrounding regions and may discontinue physical classes and issue necessary directions for holding online classes for upto Class 5th in the schools (government and private) in the interest of the health and safety of the students." "The assessment for rural and urban areas of the concerned districts may be carried out separately," it added. Haryana's Jind recorded its Air Quality Index (AQI) in the 'severe' category on Saturday, while several

other parts of the state recorded their air quality in the 'very poor' and 'poor' zones. The AQI was 410 in Jind, 392 in Bhiwani, 383 in Bahadurgarh, 357 in Panipat, 321 in Kaithal, 309 in Rohtak, 297 each in Charkhi Dadri and Gurugram, 289 in Kurukshetra, 285 in Karnal, 227 in Panchkula and 209 in Ambala. An AQI between zero and 50 is considered 'good', 51 and 100 'satisfactory', 101 and 200 'moderate', 201 and 300 'poor', 301 and 400 'very poor', 401 and 450 'severe' and above 450 'severe plus'. Stubble burning in Punjab and Haryana after harvesting the paddy crop in October and November is often blamed for the rise in air pollution in Delhi.

"Reserved For PM": M Kharage Claims Not Allowed Into Airport Lounge

Ranchi (KCN) : Congress president Mallikarjun Kharge on Saturday attacked Prime Minister Narendra Modi and Union Home Minister Amit Shah, accusing them of delaying helicopters of his and Rahul Gandhi in Jharkhand, and alleged that despite holding cabinet minister rank, the opposition leaders were not given access to reserved airport lounge. Congress leader Rahul Gandhi's helicopter, which was supposed to take him from Mahagama

in Jharkhand's Godda district after he addressed an election rally there, was grounded for about two hours on Friday, prompting allegations from the Congress that the delay was politically motivated. Prime Minister Modi was stranded at Deoghar airport for nearly two hours on Friday and a 'no-fly zone' was declared in the region's airspace as the PM waited for the issue to be resolved, officials said. "Yesterday, our leader Rahul Gandhi's helicopter

was deliberately delayed by two hours as the PM was sitting in his plane. Today, my chopper was delayed by 20 minutes as Union Home Minister Amit Shah was landing. His path was separate and mine was separate. "Rahul Gandhi ji, who is the leader of the opposition in Lok Sabha, holds a cabinet minister's rank, and so do I. But in airport's reserved lounge, they (officials) say it is for Prime Minister Modi, I want to ask can even a toilet be reserved for the PM," Mr Kharge alleged,

without mentioning the name of the airport. Attacking the BJP over the infiltration issue raked by the party, he alleged that PM Modi and Mr Shah are frightening people despite having the power to check it. "Are PM Modi and Amit Shah sleeping? Why can't they check infiltration despite being in power? When they can stop a helicopter, why can't they stop infiltrators?" he questioned. Mr Kharge also accused the Centre of using ED,

CBI, I-T against those who help the Congress and its allies. He alleged that the BJP wanted to form the government in Jharkhand to loot its natural resources. Further attacking the BJP, he said, "They say 'bant gaye toh kat gaye' (if divided, we will be wiped out), I say 'dar gaye toh mar gaye' (if you are afraid, you die)." He also hailed Sarna religious code as a symbol of tribal pride and stressed the need to protect it.

Poll Body Notices To Congress, BJP Over Rahul Gandhi, Amit Shah Speeches

NEWDELHI(KCN):The Election Commission on Saturday sought explanations from the party presidents of the BJP and the Congress - the two principal rival parties at the national level - asking them to explain the comments made by their star campaigners Amit Shah and Rahul Gandhi. The comments allegedly violate the poll code. BJP's JP Nadda and Congress' Mallikarjun Kharge have to submit their responses by 1 am

on Monday, two days before voting takes place in Maharashtra and Jharkhand (which will see round two of polling). The BJP had filed a complaint against Rahul Gandhi, claiming that the Congress leader "falsely accused other states of stealing and snatching alleged opportunities from the State of Maharashtra" in a speech in Mumbai on November 6. "Rahul Gandhi with his statements is inciting the youths of Maharashtra

which is immensely dangerous for the unity and integrity of the nation. As only expected and in line with his typical pattern of campaigning and general conduct, Rahul Gandhi's speech was full of falsehood and lies, intending to create disaffection, enmity and ill-will between the states of Union of India. Rahul Gandhi with his misleading statement has tried to create a divide between the people of Maharashtra and Gujarat & other states," said the

BJP in its complaint on November 11. The Congress in a counter-complaint alleged that Home Minister Amit Shah delivered a "slew of false, divisive, malicious, and slanderous statements about the Indian National Congress (INC) and its allies" during an election rally in Dhanbad on November 12. "During his speech, Amit Shah alleged that the INC and its allies were; (a) against Scheduled Caste (SC),

Scheduled Tribes (ST), and Other Backward Classes (OBCs); (b) promoting terrorism in the country. In what has become a common narrative across the BJP's campaign in Jharkhand, Amit Shah has also accused the INC of planning to take away reservations from members of the ST, SC and OBC communities and granting them to members of a particular religious minority community," said the Congress in its complaint on November 13.

Minister Ashwini Vaishnaw Spotlights 4 Key Challenges Before Media

NEWDELHI(KCN): Fake news, algorithmic bias, artificial intelligence and fair compensation are the four challenges before the media, spotlighted Union Minister of Information and Broadcasting Ashwini Vaishnaw on Saturday on the occasion of National Press Day, vowing never to go back to the dark days of Emergency as witnessed during the Congress government. "Let us begin with remembering the contribution of the press in our struggle for freedom from oppressive forces twice in the last century. First was the long-drawn battle to achieve freedom from British rule. And second was the fight to preserve our democracy from the dark years of Emergency

imposed by the Congress government," said the Minister. India, said the Minister, has a vibrant press and represents opinions on all sides of the spectrum. "Some are very strong. Some centrist. And the mother of democracy houses as many as 35,000 registered daily newspapers. There are thousands of news channels. And a rapidly expanding digital ecosystem is reaching crores citizens via mobile and internet," said Mr Vaishnaw, crediting the investments in 4G and 5G networks which he said have propelled India to the forefront of digital connectivity with the lowest data prices globally. The Minister pointed out four key challenges that the society faces due to

the changing landscape of media and press. The spread of fake news undermines trust in the media and poses a threat to democracy, said Mr Vaishnaw. During his address, Mr Vaishnaw raised a critical question on the rapid growth of digital media and the responsibility for the content published on these platforms. The concept of Safe Harbor, developed in the 1990s when the availability of digital media was limited to select users in universities and research institutes, provided immunity to platforms from being held accountable for user-generated content. The Minister mentioned that globally, debates are intensifying over whether the Safe Harbor provisions are still



appropriate, given their role in enabling the spread of misinformation, riots, and even acts of terrorism. "Shouldn't platforms operating in a context as complex as India adopt a different set of responsibilities? These pressing questions underline the need for a

new framework that ensures accountability and safeguards the social fabric of the nation," he said. Mr Vaishnaw highlighted the need for fair compensation for traditional content creators, addressing the asymmetry in bargaining

power between digital platforms and conventional media. "The efforts made by the conventional media in creating content needs to be fairly and suitably compensated", he said. Algorithms driving digital platforms prioritize content that maximizes

engagement, incites strong reactions and thereby defines the revenue for the platform, said the Minister, adding that these often amplify sensational or divisive narratives. "In a country as diverse as India, misinformation and such algorithmic bias can have serious social consequences which we have seen in multiple instances. This approach in my opinion is irresponsible and dangerous for our society. The Platforms must come out with solutions that account for the impact their systems have on our society," he said. Addressing the challenges posed by AI systems, he emphasized the need to safeguard the intellectual property (IP) rights of original creators. "AI models today can

generate creative content based on vast datasets they are trained on. But what happens to the rights and recognition of the original creators who contributed to that data? Are they being compensated or acknowledged for their work?" the Minister questioned. "This is not just an economic issue, it is an ethical issue too," he added. Mr Vaishnaw urged stakeholders to engage in open debates and collaborative efforts to address these challenges, transcending political differences. He emphasized the importance of preserving the media's role as a strong pillar of democracy and building a harmonious and prosperous Viksit Bharat by 2047.

Hospital blunder leaves 25 kids sans birth certificate

Sambalpur(KCN): Fate of over 25 kids in this district has been pushed to uncertainty after the Sambalpur Municipal Corporation (SMC) denied them birth certificates as the hospital where they were born allegedly lacked the record of their births. Meanwhile, two years have passed since the birth of these kids but their parents have failed to get a birth certificate for them because the hospital established by the Rotary Club at Dhanupali has failed to put forward the birth slip or provisional certificate to the birth and death registration

section of SMC. Consequently, the parents have failed to enrol the names of their kids in any government scheme and are losing out on the benefits. The parents apprehend whether they will be able to admit their children to a school in coming days in the absence of a birth certificate. As per norms, a hospital or private nursing home has to forward the birth slip or provisional certificate of every child to the birth and death registration section of the local civic body within 21 days of birth. Based on these inputs, the office

provides the birth certificate of the child after receiving an application from the concerned parents. However, parents have to undergo undue suffering if the hospital provides wrong inputs in the birth slip or makes an inordinate delay in providing the details. The hospital established by the Rotary Club at Dhanupali has committed the blunder in failing to maintain the records of more than 25 babies born in the hospital and provide the details to SMC. According to the worried parents, while



applying for birth certificates in SMC's birth and death registration section, they were informed that the civic body has no information regarding the birth of their kid on a

particular date in the concerned hospital. As a result, their applications were automatically rejected. Raja Sahu of Saraswat Colony and Bishikesan Sahu of

Mudipara in the western Odisha town alleged that they have failed to get any benefit of various government schemes due to a lack of the birth certificate of their

children. Dr Ashok Singh, who is in charge of the Rotary Hospital at Dhanupali, said that after construction of the health facility, its management was

handed over to a private hospital. However, the private hospital failed to maintain a proper record of the births in the hospital, he said adding that they have hired a legal expert to resolve the problem and will be providing the birth slips of the children very soon. Health officer Dr Mahendra Nanda of SMC said that the Rotary Hospital was not registered in 2022. Therefore, the details of the children born in the hospital cannot be accepted as proof of their birth, which is why the applications for birth certificate have been rejected, he added.

Minister concluded the four-day national event UDBHAV

Young Ekalavya will write the future of great Bharat: Minister Shri Gond

Bhubaneswar, (KCN): The 5th EMRS National Cultural, Literary and Kala Utsav 2024-'Udbhav' has been concluded today. Shri Nityananda Gond, Minister, S&ME, SSD, M&BCW, SSEPD Department attended the valedictory evening as the chief guest. Along with, Shri Bishnupad Sethi, Principal Secretary, Shri Anupam Sonalkar, Joint Commissioner, NESTS, and Shri Indramani Tripathy, Secretray, OMTES, Director, ST were present.



of the tribe. Along with this, he discussed the contribution of Atal Bihari Vajpayee towards the establishment of Ekalavya Model Residential Schools. Addressing the students, Minister Shri Gond advised them to continue all efforts to reach their goals and follow the ideals of Swami Vivekananda. The Principal Secretary gave a welcome address and thanked all the co-organizers. Expressed gratitude for the cooperation of National Education Society for Tribal Students (NESTS) and appreciated the

massive participation of the students. He also expressed happiness over the success of the program. Shri Anupam Sonalkar thanked the Odisha government for organizing this national event. He expressed his gratitude for the efforts of the state government and the Principal Secretary and Directors for this grand and successful organization. In addition, Director Shri Indramani Tripathy thanked all the distinguished guests, students, teachers and departmental officers present in the program. More than 1,400 students

from 22 states and Union Territories participated in the national celebration, which began on November 12. A total of 42 types of competitions and workshops were organized in the senior and junior categories. Odisha students have won the highest number of prizes in all the competitions organized and Odisha has been honoured as the best state among all. Students from other states also narrated their unique experiences. In addition, all the students who won the competition were honoured with trophies in the graduation ceremony.


Joyous celebrations of Coal India's Golden Jubilee Year in MCL

Sambalpur, (KCN): Mahanadi Coalfields Limited (MCL) celebrated the 50th Foundation Day of Coal India Limited with a series of events involving employees and their families over two days of festivities. The celebrations kicked off with a "Run for Excellence" on November 11, flagged off by Shri PM Prasad, Chairman, Coal India, in the presence of Shri Uday Anant Kaole, CMD, MCL, Shri Sanjeev Kumar Kassi, Joint Secretary (Coal), Shri Keshav Rao, Director (Personnel), Shri PK Patel, CVO, Shri JK Borah, DTO, Shri AK Behura, Director (Finance) and Shri AK Bapat, Director (P&P), along with former directors of MCL. A large number of

employees and their families participated in the run, and the dignitaries distributed awards to the winners in various categories. JG Kumaramangalam Lecture Series 2024 As part of the Foundation Day celebrations, Shri Vivek Atray delivered an inspiring talk at the JG Kumaramangalam Lecture Series 2024, which serves as a knowledge enhancement feature of the event. The lecture was well-attended by employees from MCL's headquarters and operational areas, along with trade union representatives. Best Performers Award 2024 At the awards ceremony, 38 employees were recognised with the Best Performer Award 2024

for their outstanding contributions in various technical and non-technical categories, including opencast, underground, and non-productivity units. In addition, two employees were presented with Special Achievement Awards. The awards were presented in the presence of Shri Keshav Rao, Director (Personnel) and Shri AK Behura, Director (Finance), MCL. Inter-School Dance Competition 2024 The evening celebrations featured a captivating Inter-School Dance Competition 2024, with students showcasing their talent. Teams from St. John's School, Vikash, The Concept School, and Govt Boy's High School, Burla won the top three positions. Shri Keshav Rao, Chief Guest for the

occasion, presented the prizes to the winning teams. Coal India Golf Tournament 2024 Continuing the tradition, the Coal India Golf Tournament 2024 was held as part of the 50th Foundation Day celebrations. The tournament was inaugurated by Shri Uday Anant Kaole, CMD, MCL, in the presence of the Functional Directors, CVO, and former directors of the company. Both serving and retired employees participated in the event. The winners were honoured during the prize distribution ceremony. Shri Rajtodai Singh, E&M Executive at the Bhasundhara Area, was recognised as the Best Golfer of the tournament, while Shri SK Lall, retired Security Inspector, received the Runner-up Trophy.



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RED.Health and Utkal Hospital join hands to address Bhubaneswar's healthcare challenges



Bhubaneswar(KCN) : In a bid to tackle the pressing healthcare challenges in Bhubaneswar, RED.Health has announced a strategic partnership with Utkal Hospital. RED.Health will deploy Advanced Life Support (ALS) ambulances equipped

with state-of-the-art technology to Utkal Hospital to ensure faster emergency response services and better patient care. This collaboration aims to improve emergency medical services in the city and surrounding regions, bringing critical care closer to those in

need. The flag-off ceremony was felicitated by Mr Manav (COO), Mr. Arun Khillar (CFO & Unit Head) and Dr. Abinash Mohanty (HOD Department of Emergency) from Utkal Hospital and Mr. Prashant Agarwal, Vice President of Hospital Business at RED.Health

and addressed the media. Commenting on the partnership, Prabhdeep Singh, Founder & CEO of RED.Health said, “In moments of crisis, every second counts. Our collaboration with Utkal Hospital is not just about deploying ambulances; it’s about creating a safety net for the people of Bhubaneswar. We are here to ensure that no patient’s life is at risk due to delayed emergency care. By combining our advanced technology with Utkal Hospital’s medical expertise, we are taking a decisive step towards making critical healthcare accessible

when it’s needed most.” Mr. Arun Khilar, CFO & Unit Head, Utkal Hospital, extended his heartfelt congratulations to Red Health on the successful collaboration with Utkal Hospital. This partnership marks a significant milestone in enhancing our emergency services, enabling us to provide timely and life-saving care to those in need. Mr. Manav, COO, Utkal Hospital said, “Our partnership with RED.Health is a vital step in addressing the healthcare challenges the city of Bhubaneswar faces today.

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

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

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

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

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

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

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

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

Register online for Yuva Sangam Phase V – be an ambassador for your stateThe nodal institute of Odisha is IIT Bhubaneswar

Bhubaneswar (KCN): Thousands of youth across India stand a chance to represent their states/Union Territories by participating in Yuva Sangam, a unique initiative launched by the Ministry of Education under the Ek Bharat Shreshtha Bharat (EBSB) programme. This is the 5th phase of Yuva Sangam and online registrations are open till 21st October, 2024. Interested candidates in the age group of 18-30 years, mainly students, NSS/ NYKS volunteers,

employed/self-employed persons, etc. may register through the YUVA SANGAM portal before the deadline. Off campus youth, including those enrolled for online courses, in skilling institutions etc are also urged to register. “It is an exciting opportunity for students and young professionals to learn about the country, its people and even about themselves through this transformative journey of over 5-7 days. Yuva Sangam allows participants to experience the diversity of India first-

hand, recognise the cultural-social similarities and challenges, and develop inclusive solutions to address problems or tap opportunities through their professional/academic expertise,”said a senior officer of the Ministry of Education. The motive is to deepen ties between India’s vast regions through exposure and understanding and this initiative will play a critical role in nation building by nurturing a next generation of citizens who are aware and

empathetic. The idea of a sustained and structured cultural connect between people of different regions was mooted by Prime Minister Shri Narendra Modi during the Rashtriya Ekta Divas held on 31st October 2015 to commemorate the birth anniversary of Sardar Vallabhbhai Patel. To crystallise this idea, the EBSB programme was launched on 31st October 2016. The origins and evolution of EBSB along with activities, special initiatives and campaigns organised under the

programme are available in the e-Book (<https://ekbharat.gov.in/JourneySoFarCampaign/index.html>) Through Yuva Sangam tours, participants will deep dive into local heritage, geography, development landmarks and recent achievements of their paired states. Multi-dimensional exposure will be encouraged in five broad areas – the 5 Ps viz; Paryatan (Tourism), Parampara (Traditions), Pragati (Development), Paraspar Sampark (People-to-people connect), and Prodyogiki (Technology).

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

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

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

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

“Choose Bold. Choose Water.” Royal Challenge Packaged Drinking Water promotes hydration for better celebrations.

Bhubaneswar : Did you know, it takes about an hour to process a standard unit of alcohol, which is generally 10 grams?*As part of its ongoing commitment to promote responsible consumption, and drinking better, not more, Royal Challenge Packaged Drinking Water has launched its latest campaign, “Choose Bold. Choose Water”, which emphasizes on the importance of staying hydrated during social occasions. The latest campaign film shares the importance of timely water breaks during moments of alcohol consumption to take care of one’s body. Talking about this campaign, Ruchira Jaitly, Vice-President, Marketing & Portfolio head, Diageo India said, “At Diageo, we believe in drinking better, not more. A good way to do this is by ensuring hydration during drinking occasions. Royal Challenge Packaged Drinking Water wants to



of alcohol, while also driving awareness on mindful consumption and encouraging individuals to stay hydrated during social occasions. The latest campaign film shares the importance of timely water breaks during moments of alcohol consumption to take care of one’s body. Talking about this campaign, Ruchira Jaitly, Vice-President, Marketing & Portfolio head, Diageo India said, “At Diageo, we believe in drinking better, not more. A good way to do this is by ensuring hydration during drinking occasions. Royal Challenge Packaged Drinking Water wants to

drive recognition for this important and yet often ignored message with the Choose Bold, Choose Water campaign. By focusing the conversation on hydration and building the recognition for taking a break for the same, we want to foster a culture where our consumers celebrate life responsibly, and we are proud to be able to lead this conversation.” As one of the prominent packaged drinking water brands, Royal Challenge aims to set a positive example for consumers and to shape behaviour by promoting responsible drinking by choosing hydration for moderation.

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

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

SCTE&VT, Shri Reghu G (IAS) and Unit Head, Jindal Stainless Limited (JSL), Shri Deepak Agrawal. Dignitaries present at the ceremony included Chairman, SCTE&VT and Principal Secretary to Government, SDTE and Industries Departments, Shri Hemant Sharma (IAS) said, “This collaboration with Jindal Stainless will enhance the learning experience for students and faculty both, as it will give them insights about and practical exposure to the stainless steel industry.

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

Afghanistan Women to play T20 match against Cricket Without Borders XI in January



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