

## 35 lakh more women get Rs 5,000 each under 'Subhadra Yojana'

**Baripada (KCN):** Odisha Chief Minister Mohan Charan Majhi Wednesday disbursed Rs 5,000 each to over 35 lakh more women as the first instalment under the state's flagship 'Subhadra Yojana'. Majhi along with Deputy Chief Minister Pravati Parida disbursed Rs 1,750 crore to bank accounts of those beneficiaries during a function held at Chhaupadia in Baripada. Prime Minister Narendra Modi launched the women-centric scheme September 17 and, on that day, the first

instalment of Rs 5,000 was sent to the accounts of around 25.11 lakh beneficiaries. Addressing a gathering Wednesday, Majhi said that the BJP government has fulfilled its promises made to the people. Subhadra Yojana was one of the major promises made by the BJP for women in its election manifesto in Odisha, he said. "Today, more than 35 lakh beneficiaries were given the first instalment payment in the second phase disbursement under Subhadra Yojana," Majhi said.



A total of around 60 lakh women have so far been given the benefits of the Subhadra Yojana, he said adding that so far, 1.20 crore women have registered under the scheme.

The chief minister said that Subhadra Yojana was the biggest-ever scheme implemented in Odisha which covered over 1 crore women. Under the scheme, each beneficiary will receive Rs 10,000 per year in two instalments of Rs 5,000 each one on Rakhi Purnima, and the other on International Women's Day (March 8)

for five years. They will get Rs 50,000 in five years under Subhadra Yojana. Women, who were excluded from the first phase of the disbursement due to various reasons, received the amount in the second phase. Those who had successfully submitted applications by October 7 received the money in their bank accounts on Wednesday. The scheme is being implemented within 2024-25 and 2028-29 financial years. The state government has made an outlay of Rs 55,825 crore for this purpose.

## Pradhan Proves His Mettle SSEPD On Leprosy Care

**Bhubaneswar (KCN):** Top BJP leader and powerful Union Minister Dharmendra Pradhan has scripted a history in Indian politics by proving almost all Exit polls wrong through his organizational skills and political strategy that he used to ensure a thumping majority for the BJP in Haryana.

Shri Pradhan, a tall politician and also known as Ujjwala Man in India, is also one of the closest aides of the party's chief strategist Amit Shah. The BJP leadership has picked him for the tough job to bring the party in power for the third time in the State, which shares a boundary with the national capital Delhi. On October 5, hours after polling had ended in the state of Haryana, exit polls predicted a loss for the Bharatiya Janata Party (BJP) in the state. On October 8, as counting began, the early trends reflected the exit polls, favouring the Congress.

But around 10 am, the script flipped with the BJP started gaining numbers and by evening the picture was crystal clear: it had scored 48 seats in a 90-member House, its



biggest tally, and romped to a historic third term. After the unprecedented victory of the BJP, there has been one name that has gone under the radar — Union Education Minister Dharmendra Pradhan, who was appointed election in charge of the State.

The Sambalpur MP's commitment and proficiency in handling the election campaign were widely acknowledged by party members and leaders alike. Barely three months after BJP dropped Manohar Lal Khattar and appointed Saini as Haryana CM in March, Pradhan took charge as party's election in-charge in June. Pradhan, an OBC leader belonging to Chasa (farmer) caste, teamed up well with

Recognising the importance of unity and strength in numbers, he made it a priority to reconcile with disaffected party members while also drawing in strong

workers from other parties. By identifying and bolstering weak booths and leveraging strong supporters from rival camps, Shri Pradhan was able to strengthen BJP's foothold in traditionally challenging areas. He worked from early morning to late into the night, crafting detailed strategies and conducting meetings with local heads. This hands-on approach allowed the leadership to address issues in real-time, adapt tactics, and keep the momentum going on a day-to-day basis. Shri Pradhan kept an ear to the ground — listening to party workers and leaders and liaising on their behalf with the Central leadership. He enthused workers, demystified the Congress campaign and helped with the candidate selection. His efforts paid off handsomely. The BJP has now won its third straight term in Haryana, emerging victorious in 48 of the state's 90 assembly seats. The Congress has won 37 seats.

**Bhubaneswar (KCN):** Principal Secretary of Department of Social Security and Empowerment of Persons with Disabilities (SSEPD) Bishnupada Sethi has directed concerned District Collectors to provide benefits of various welfare schemes including newly launched Subhadra Yojana to the leprosy patients rehabilitated in Leprosy Colonies of the State. Principal Secretary, SSEPD, Shri Sethi very recently held a meeting to review the progress achieved on various activities taken up in the Leprosy Colonies of the State as per the direction of the High Court of Orissa.

In Khurda district, the eligible inmates of the leprosy colonies have been included under different schemes like MBPY, NFSA and BSKY. The district administration is

have been provided to the inhabitants. Livelihood activities have also been taken up in the colonies for the rehabilitation and improvement of living conditions of the CLPs with the collaboration of OLM and ORMAS. RMC has been entrusted to ensure basic amenities and cleanliness in the colonies. Similarly, the government has released Rs 1.19 crore for the construction of EWS houses for rehabilitation of (8) families of Sanjayjee Colony consisting of 27 members in Puri. But due to the opposition of the inhabitants living there, they are trying to relocate them to a new place.

Principal Secretary, SSEPD, Shri Sethi advised the District Collector to regularly engage with the inhabitants and counsel them for their relocation to the land patches identified by district administration and persuade the inhabitants since the number of inhabitants is low. The land issues of the colony in Bargarh are now resolved and houses are being allotted in their favour. Officials informed that training for the inhabitants has been started for vegetable farming, mushroom cultivation and fishery. With the help of ORMAS, livelihood mapping in the colonies will be completed in a time-bound manner, they said. In Jajpur district, there were some land issues on which the Gandhi Nagar Leprosy Colony is situated. Since the colony is located on forest land, the Jajpur district administration is facing difficulties to provide them with land and housing rights. Principal Secretary Shri

officials said. During the virtual meeting, Balasore Collector was informed that with the help of Emami paper mills, they have conducted a big camp and provided MCR shoes to the inhabitants. A producers' group has also been formed in the district with the help of ORMAS. The group has started production and selling of Mushroom in the local market. He assured the committee to complete the construction of work shed for the Weaving Unit in a time-bound manner, they said.

In Jajpur district, there were

some land issues on which the Gandhi Nagar Leprosy Colony is situated. Since the colony is located on forest land, the Jajpur district administration is facing difficulties to provide them with land and housing rights. Principal Secretary Shri

## BJD single largest political party in Odisha: Naveen Patnaik

**Bhubaneswar (KCN):** Biju Janata Dal (BJD) is the single largest political party in Odisha, Naveen Patnaik claimed Wednesday while launching the membership drive of the regional outfit.

Calling himself a proud BJD member, Patnaik became the first to renew his BJD membership. He launched the membership drive of the BJD both online and manually on the birth anniversary of Gopabandhu Das which Patnaik said his party is following.

"BJD is the single largest party in Odisha. People voted in large numbers for BJD in the last general

elections and the party is in the hearts of the people. All of us are proud to become workers of the BJD," he said.

Patnaik said his party continued to serve the people of Odisha on the ideals of "sacrifice and service". He said membership drive is an important activity of any party and it strengthens the organisation. Sacrifice and service were the motto of Gopabandhu Das which Patnaik said his party is following. Apart from including people in Odisha as BJD's member, Patnaik also invited those living outside the state. "I want the people outside

the state to also become members of the BJD. For them, the party has made online arrangements to register their membership," Patnaik said.

Noting that the people across India and abroad understand the ideals of the BJD, Patnaik said his party leaders will go from door to door and apprise the public about the aim and objectives of the regional party. The party is dedicated to protect the interest of Odisha, he said.

Without taking the name of BJD, Patnaik said: "Some parties are using miss call as a mode of membership drive. Stating that self-respect

and struggle are the motto of the BJD, Patnaik said that Biju Patnaik (the party is named after Biju Patnaik's name), Patnaik said: "Biju Babu

service of the people of Odisha, for the protection of the self-respect of the Odia and for the interests of Odisha."

The BJD president claimed his party's

government has done a lot of good work for the state and it has become a model for others including the Central government which often followed the Odisha government's schemes. Patnaik said that no one can deprive the people of Odisha from the development and welfare schemes launched by the BJD government.

The BJD's membership drive which is launched every three years will continue till December 9 for two months. The members will be accepted from all 30 constituencies. Those who become members online will also be



contacted by our leaders, said BJD vice-president Debi Prasad Mishra.

Mishra said that the BJD membership drive will also be carried out in all the district headquarters. "Focus will be on students and women. The members will be accepted both online and offline," he said.

From ward, panchayat to constituency, various assemblies, committees will be formed to fulfil the objectives of the membership campaign. The party last time had more than 10 million members and this time, the target is to cross the previous number, Mishra said.

## India is my conscience

Saikat Kumar Basu

In the dawn of August's golden hue,  
A dream awoke, brave and true,  
Where freedom's flame, in hearts ignited,  
Shattered chains, in valor united.



From the soil where rivers sing,  
Rose a cry, with hope it rings,  
Voices joined in a single breath,  
To claim a life unbound by death.

The tricolor soared, in skies so vast,  
Echoes of a struggle, now past,  
Yet in each pulse, the spirit thrives,  
In every corner, freedom survives.



Oh land of sages, martyrs, and song,  
Where justice fights against the wrong,  
May your story, ever told,  
Inspire the young, and keep the old.

For every field, and every tree,  
Whispers of the brave and free,  
In the heart of India, proud and grand,  
The spirit of freedom shall forever stand.

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## KINDNESS & HOPE

Shivangi Mohapatra

Once there was a child  
All glowered  
But a coward  
She wanted to flourish  
But never got nourished.



One day came a woman  
Wearing a dress of linen  
She gave her some food  
Containing a lot of goods.

It held a handful of courage  
Opening her lockage  
Later that beggarly girl  
Was sleeping on a bed of pearl.

All because she was a courageous leader  
Thanks to the woman feeder.

Std VII A  
Mother's Public School, Puri

## Roots

Krushna Kumar Mohanty

You keep everything whatnot  
in yourself



Greenery of dry leafs  
Sins of germination  
Vapoured sorrows  
and nest of birds

That joint has  
never loosened  
A moonlit life  
A wing for dreams  
Compensation for wounds  
All have got  
Kneeling on it

Told you dear  
Free me from that bondage, I will never  
ask you for  
flowers or fruits  
I'll never tell you for  
A shape  
Nobody will be my companion when I'll be  
free from darkness for  
whitening myself in light.

Non will offer me  
colours of various temperatures  
secretly

How limited is  
my spread  
when the world is  
devastated in tiny cyclones  
close embrace is a dream and  
our shattered relationship  
grumbles in tears

Ah, you belong to whom !

## Division of love

Debajani Das

Now, we hv nothing to say  
That "Ours"  
Silence decends, lost words.

Days change in such a way !  
Changes everything,  
Brother's mind,  
so many dreams belonging.

Our home, backside cowshade  
The tiny pool, Bamboo bushes  
Nor our mother.

Amidst home, walls rise  
And all the  
Kitchen's warmth dies.



Slowly embers of love fadeaway,  
Youthful bonds, a handful of  
yesterday.

Our home divides, day by fleeting day,  
Father's cough, sisters un finished  
way..

Everything Ends, questions remain,  
Why did we part ?  
No answers sustain.

Paddy field's sweet scent  
memories remain  
Children's laughter, echos in vain.  
Mistakes unforgettable yet forgiven

Brotherhood fades, a new path  
woven.

Life begins a new, separately  
From Ours to mine,  
My home my family  
A different journey.

\*\*\*\*\*

English version of Odia  
(SNEHA BHAGA) by  
krushna Kumar Mohanty  
Baleshwar, Odisha  
7978884188

# Garba, Cultural Ethos of Gujarat

Dr. Ravi Chaturvedi



time of festive dancing and feasting. Fasting customs typically include adhering to a strict vegetarian diet and abstaining from alcohol and certain spices. In Gujarat, Navratri is a high-profile event leading up to Diwali, where in addition to fasting, the highlight of the festival is the Garba dance.

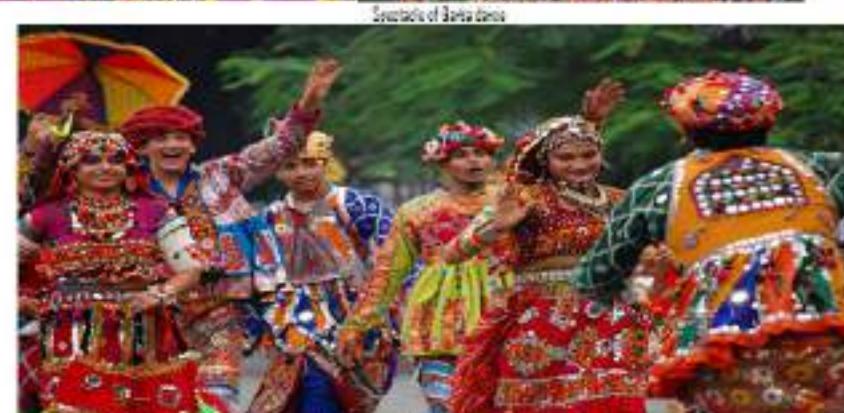
The word "Garba" derives from the Sanskrit term for "womb," symbolizing gestation or creation. Traditionally, the dance is performed around a clay lantern, called the \*Garbha Deep\* ("womb lamp"), which has a light inside. This lantern represents life and the fetus within the womb, and the dance is a tribute to Goddess Durga, the divine feminine force.

Garba is performed in a circular pattern, symbolizing the cyclical nature of time as understood in Hindu philosophy. The rings of dancers move in cycles, reflecting the cycles of birth, life, death, and rebirth. Amidst this

constant movement, the Goddess, represented as the light in the center, remains the only unchanging force. The dance illustrates the Hindu belief that while the universe is in constant flux, the divine—here represented by the Goddess—remains eternal and unchanging.

The \*Garbha Deep\* also holds another symbolic meaning. The vessel represents the human body, within which resides divinity in the form of the Goddess. Thus, Garba is performed as an expression of reverence for the divine energy of Devi, which exists within every individual.

Dances, particularly \*garba\* in Gujarat, are a prominent feature of Navratri celebrations. Traditionally, the nine nights of the festival are dedicated to honoring various aspects of the divine feminine principle, or \*shakti\*. While the exact pattern of worship may vary by region, the festival is generally divided into three phases:



second on Goddess Lakshmi, and the final third on Goddess Sarasvati. Offerings are made to these deities, and rituals are performed in their honor. One widely practiced ritual is \*Kanya Puja\*, which typically occurs on the eighth or ninth day. During \*Kanya Puja\*, nine young girls, representing the nine forms of the goddess celebrated during Navratri, are worshipped through a ceremonial washing of their feet, and they are offered gifts such as food and clothing.

While performing Garba, women devotees wear colourful costumes with some heavy jewellery—earrings, bangles, and necklaces while men wear kafnipyajamas with a Ghagra which is a short round kurta above the knees and a pagadi (turban) on the head.

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## Sonam Kapoor shares glimpse of son Vayu playing from her Maldivian holiday

Actress and fashionista Sonam Kapoor is currently enjoying her holiday in Maldives and shared an adorable glimpse of her son Vayu playing. Sonam took to Instagram stories, where she shared two moments from her vacation. The first was a picture of her relaxing at the beach on a recliner. The actress is seen wearing a black tank top paired with oversized sunglasses and a boho styled chunky neck piece. She then shared a video of her son Vayu playing with a ball. In the clip, her son's back is towards the camera and is seen walking barefoot. Keeping the style in check, the toddler is seen wearing an olive green and white floral coord set paired with a bucket hat. Sonam is joined by her husband Anand Ahuja, sister Rhea Kapoor and brother-in-law Karan Boolani for the holiday. On October 7, she shared a glimpse from Boolani's birthday celebrations. Sonam shared a string of pictures of Boolani with



her son Vayu among many other moments. For the caption, she wrote: "Happy birthday to the amazing @karanboolani ! Your positivity and passion inspire us all. Grateful to have you as part of our family. Here's to another year of adventures, laughter, and unforgettable moments! Love you loads! # Birthday Boy

#FamilyLove." It was in 2018, when Sonam got married to her long time beau Anand Ahuja, a businessman in a traditional Sikh ceremony in Bandra, Mumbai. The two welcomed their first born – Vayu in 2022. Talking about films, Sonam had revealed that she is geared up to start shooting her first project post pregnancy early

## Best Odia Film trophy for Daman

Director Vishal Mourya and producer Deependra Samal received the award for Best Odia Film for their movie Daman at the 70th National Film Awards, Tuesday.

Congratulating the team Chief Minister Mohan Charan Majhi said, "Best wishes to the team of Daman, which bagged the Best Odia Film honour at the 70th National Film Awards. The success at the national level will surely encourage the cinema of the states in the days to come."

Movie's lead actor Babushan Mohanty, in his reaction, shared, "This day will always be special. Daman at the 70th National Film awards. Thank you Odisha for the love and blessings.. Jai Jagannath"

DAMAN, abbreviation for Durgama Anchalare Malaria Nirakarana (Malaria eradication in inaccessible areas), is a 2022 Indian Odia-language adventure drama film and helmed by director duo Vishal Mourya and Debi Prasad Lenka.



## Rohit Shetty adds 'demon' twist to Singham Again climax two months before release



Director Rohit Shetty is putting his best efforts into making the climax of Singham Again grander. He is currently shooting for these new scenes in Mumbai as the post-production work is underway. Director Rohit Shetty is reportedly completing the shoot of his upcoming film Singham Again. The filmmaker had a few thoughts about the climax in the film involving 'raakshas' (demons), and he decided to shoot two months before the film's release to make the scene look grander and more impressive. The film is led by Ajay Devgn and Kareena Kapoor, with special appearances by many actors, including Deepika Padukone,

Tiger Shroff, Akshay Kumar and Ranveer Singh. As per a report published in Mid-Day, Rohit has been shooting these extra scenes at the Golden Tobacco factory in Vile Parle in Mumbai.

The post-production work on the film is already underway and the director simply decided to add some more meat to it. The report mentioned that the filmmaker shot with a gathering of around

500 people because he needed a huge crowd in the scene. The source close to the production told the daily, "Rohit is shooting a grand play-like scene and has many characters dressed as

rakshasas (demons), thus adding a folk-based twist to the proceedings. The team has set up a large stage, where Rohit will film an elaborate performance that forms the centrepiece of the climax. In the next few

days, Ajay is expected to join the shoot."

The report added, "The scene needed a huge crowd. So, the production team included the people gathered in the scene. Filming is expected to continue until September 11."

The film is slated to hit the screens as the big Diwali release this year on November 1. It is facing a box office clash with Bhool Bhulaiyaa 3, which features Kartik Aaryan, Vidya Balan, Madhuri Dixit and Tripti Dimri, among others. There's enough buzz to attract audiences to theatres for both the films. However, it seems like Rohit is leaving no stone unturned in making sure that Singham Again reflects that X-factor on the big screen this Diwali.

## 'Blackout' trailer: Vikrant Massey's film is muddled with unhinged chaos



Vikrant Massey is set to venture into dark comedy genre with his new film 'Blackout', directed by Devang Bhavsar. The film's trailer, showcasing a chaotic plot, was unveiled on May 30. The trailer for 'Blackout' released on May 30. The film, featuring Vikrant Massey, Sunil Grover, Mouni Roy and others will release on June 7 on JioCinema. The film is directed by debutant Devang Bhavsar.

The film has been co-produced by Jyoti Deshpande and Niraj Kothari. Blackout also features Jishnu Sengupta, Karan Sudhakar Sonawane, Saurabh Dilip Ghadge, Ruhani

Sharma, Anantvijay Joshi, Prasad Oak, Chhaya Raghunath Kadam, Sooraj Pops and Kelly Dorji in crucial roles. When asked about the film, Vikrant Massey

said, "I am thrilled that 'Blackout' is making its premiere on JioCinema. This film pushes the boundaries of storytelling, and I believe viewers will be captivated by its unique narrative."

Co-star Sunil Grover added, "Working on 'Blackout' was an extraordinary experience. The film offers a perfect blend of suspense and drama that will keep audiences hooked from start to finish. I can't wait for the world to see it." Mouni Roy, expressing her enthusiasm for the film, stated, "Being a part of 'Blackout' has been an incredible journey. The film's unique storyline and captivating characters drew me in from the start. I'm excited for audiences to witness the suspense and excitement that the film has to offer." 'Blackout' will be streaming on JioCinema from June 7. Vikrant will next be seen in 'Yaar Jigri', 'Sector 36', 'Phir Ayi Haseen Dillruba' and 'The Sabarmati Report'.

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# Rekha's failed marriage with Delhi's Bizman

Vivek Shukla



If not often, once in a while looking at the waves crashing against the shores of the Arabian Sea from the windows of her sprawling Bandra Bandstand bungalow in Mumbai, Bollywood diva Rekha must surely think about the bungalow on Flag Staff Road in Delhi. It was hers, in a way, 3, Flag Staff. It's a short distance from the Civil Lines Metro station. Till recently, Delhi's former Chief Minister Arvind Kejriwal also lived on this same Flag Staff Road. Around 34 years ago, Bollywood Diva Rekha arrived here as a newly-wed Bahu (daughter-in-law). At that time, she was at the peak of her film career.

Rekha caused a sensation when she married a young businessman Mukesh Aggarwal. Back then, 'Breaking news from News Channels have not entered our lives, yet Rekha's marriage to Mukesh Aggarwal became a national topic of discussion. A lot has changed in these three and a half decades, but there are still some families here who remember when Rekha arrived as the daughter-in-law of the Aggarwal family. Rekha married Mukesh Aggarwal, who was making big strides in the business world. Their wedding took place on March 4, 1990. Mukesh was a director of a Hotline company. He was the apple of the eye of successful and influential business families in Delhi. Rekha and Mukesh met at a party at a farmhouse in South Delhi, facilitated

by the famous socialite Bina Ramani. It is said that Mukesh fell deeply in love with Rekha after a few meetings. He was completely smitten by her. One day, he gathered his courage and proposed marriage to Rekha, and she accepted. Mukesh's elder brother, Anil Aggarwal, played a crucial role in making the marriage happen quickly. Everyone in Civil Lines and Flag Staff Road knew him as Anil Mama. Anil Mama threw a grand party at his farmhouse to celebrate his younger brother's marriage to a superstar. The party was attended by about 3,000 guests. Sadly, Rekha and Mukesh's marriage was plagued with difficulties from the start. Distance grew between them. Well-known Vastu expert Dr. JP Sharma 'Trikha' knew the Aggarwal family said, "I am sorry to say that it was a mis-match considering the fact that even though



Mukesh was doing well in his business, he was nothing in terms of status Rekha. Moreover, I believe their marriage was also not consummated. That triggered the difference between the two."

Dr. Aruna Mukim, a neighbor of the Mukesh Aggarwal family in Flagstaff Road and a former member of the Censor Board of India, claims that the rift between Rekha and Mukesh began during their honeymoon. Rekha wanted to go to Mumbai for a show, but Mukesh insisted that she stay in Delhi with him. Rekha

refused and went to Mumbai. This led to Mukesh falling into depression, and he eventually took his own life. Their marriage lasted only seven months.

It is said that even after Mukesh's death, Rekha did not return to her in-laws. This caused deep pain and disappointment to Mukesh's family and friends. However, the Aggarwal family wanted to transfer a large part of Mukesh's property to Rekha. Due to Rekha's behaviour, they changed their minds. After Mukesh Aggarwal's untimely death, his family

suffered a huge setback in their business. Then, Anil Mama also passed away, and afterward, the family left their home on Flag Staff Road. Now, only a handful of people in the area can recall the time when Rekha became the daughter-in-law of Flag Staff Road.

That failed marriage with Mukesh apart, Rekha can easily be clubbed in the category of one of the most accomplished actresses of Bollywood. She has acted in over 180 films in a career that has spanned over 40 years. Dr. J.P. Sharma 'Trikha', who is also a film buff, says that

Rekha has touched new heights in Muqaddar Ka Sikandar (1978). In the film, Rekha plays Zohrabai, the naught girl who falls for the protagonist, Sikandar (Amitabh Bachchan) only to realize that he is in love with another woman. In one of the most important scenes from the movie, Zohrabai consumes poison and dies in the arms of her beloved, setting off a chain of events that leads to a bloody end of the film. Rekha has often played strong female characters and, apart from mainstream cinema, appeared in parallel cinema. Rekha has won three Filmfare Awards, two for Best Actress and one for Best Supporting Actress, for her roles in Khubsoorat (1980), Khoon Bhari Maang (1988) and Khiladiyon Ka Khiladi (1996), respectively. Her portrayal of a classical courtesan in Umrao Jaan

(1981) won her the National Film Award for Best Actress.

Rekha's Bollywood debut with Sawan Bhadon (1970) established her as a rising star, but despite the success of several of her early films, she was often panned in the press for her looks and weight. Motivated by criticism, she started working on her appearance and put effort into improving her acting technique and command of the Hindi language, resulting in a well-publicised transformation. Early recognition in 1978 for her performances in Ghar and Muqaddar Ka Sikandar marked the beginning of the most successful period of her career, and she was one of Hindi cinema's leading stars through most of the 1980s and early 1990s. Even though she does not accept film roles often, when she acts she makes her presence felt.

## THE IMPLICATIONS OF GENERATIVE AI ALONG WITH OTHER STRATEGIES TO ADDRESS THE CONCERN



Tourism has become a significant driver of economic growth. It is a rapidly expanding economic sector that has a substantial influence on social inclusion, infrastructure development, investment, employment creation, and trade. Tourism is a significant employer. It is a labour-intensive sector with a significant multiplier effect on employment in related sectors. According to WTTC, India ranks 10th among 185 countries in terms of the total contribution of travel and tourism to GDP in 2019. In the year 2022, the travel and holiday business sector of India contributed US\$ 199.6 billion to the country's economy, as per the World Travel and Tourism Council (WTTC).

Tourism has a significant impact on the built and natural environments, as well as the culture and well-being of host populations. The tourism industry has exerted pressure on fragile ecosystems and fauna. It also places a significant burden on host communities and competes for the use of finite resources, particularly water and land. It has become a substantial contributor to both local and global contamination. It also makes a substantial contribution to the emission of greenhouse gases.

Sustainable tourism fully considers the existing and forthcoming monetary, societal, and ecological impacts, as well as the desires of guests, the business, the setting, and host groups. Sustainable

tourism's primary focus is on three fundamental principles: environmental sustainability, which emphasizes the optimum usage of ecological resources as a critical component of tourism development; the preservation of essential ecological processes; and the preservation of natural inheritance and biodiversity. Additionally, sustainable tourism emphasizes the economic and socio-cultural sustainability, the socio-cultural legitimacy of mass groups, the preservation of their built and existing cultural heritage and traditional values, and the promotion of intercultural understanding and tolerance.

The establishment of long-term economic operations that provide equitable socio-economic assistances to all shareholders, such as secure employment, income-earning chances, and societal amenities to mass societies, and that contribute to poverty alleviation.

In order to encourage the adoption of sustainable tourism practices by tourists and tourism enterprises, the Government of India has implemented a variety of initiatives, such as the Travel for Life Initiative, to promote sustainable travel in the nation. Travel for Life goals to encourage sustainable tourism in the nation by directing deliberate and thoughtful actions towards tourism businesses and travellers in their ingestion of travel resources. Additionally, the Ministry of Tourism has implemented a Destination-Based Skill Development training program in numerous locations throughout the country to provide training to local residents who live in close proximity to tourist destinations and sites. Approximately 12,187

applicants have been skilled at 145 places. In order to establish theme-based tourist circuits, the Ministry of Tourism implemented the Swadesh Darshan Scheme, which authorised 76 initiatives. The Ministry of Tourism has upgraded Swadesh Darshan 2.0 (SD2.0) to prioritise sustainable tourism, identifying 57 destinations for development. States/UTs are subsequently developing plans in accordance with the selected destinations. Through the SAATHI (System for Assessment, Awareness, and Training for Hospitality Industry) initiative, the Ministry of Tourism has collaborated with the Quality Council of India (QCI) to support the hospitality industry in its readiness to safely continue operations and mitigate risks associated with the COVID-19 pandemic. The Ministry of Tourism has too restructured the current Swadesh Darshan Scheme into Swadesh Darshan 2.0 (SD2.0) with the goal of establishing maintainable and accountable places by adopting a visitor- and destination-centric approach. The government endeavours to guarantee that a travel donates completely to the nation's economy, protects the environment, and benefits local communities through these initiatives.

Despite the introduction of numerous initiatives to improve the tourism sector's performance, the industry continues to face numerous challenges, including the issue of overtourism. Overtourism, a significant challenge, arises due to the abundance of tourists in popular destinations. Overtourism devastatingly affects the economy and natural resources. In India, there are numerous tourism destinations, such as Goa, which is famous for its spectacular coastlines,

### Varun Kesavan

vibrant nightlife, and Portuguese legacy. Similarly, the number of visitors increases annually. In the same vein, the pink city of Jaipur, which is a UNESCO Global Legacy Spot, is prominent for its historical monuments. Similarly, Agra, which is home to the prestigious Taj Mahal, Manali, one of the greatest popular hill stations in Himachal Pradesh, and Munnar, a region in Kerala that is renowned for its rich tea plantations and picturesque landscapes, are also grappling with the issue of overtourism. The following standbroughly of the utmost prominent destinations that experience an annual increase in tourists. In the same vein, there are other regions where overtourism is a significant issue in India. The effective use of generative AI applications and other strategies to tackle the problem of overtourism by leveraging technological applications.

**Technological Solutions**

- Encouragement for a less travelled path. Destination marketing organisations (DMOs) can employ AI-generated content to promote secondary cities, rural areas, and lesser-known locations, while also attracting new visitors. DMOs and small businesses can collaborate to fortify these strategies by employing image generation platforms such as DALL-E 2 to cost-effectively generate high-quality images and videos that will revitalise and retarget their marketing strategies. This new visual content has the potential to encourage visitors to explore destinations beyond the primary centres, capitalising on the adverse consequences of overmarketing iconic

attractions and destinations. Online travel agencies are integrating AI chatbots into their tourism websites to provide personalised recommendations for sightseeing, activities, dining, and purchasing based on individual interests. The use of voice assistants to enhance these powerful tools, promoting deals and offers that are not exclusively available at the main destination. In conjunction with the aforementioned technologies, immersive experiences have undergone significant improvements and evolution. Currently, this technology enables us to showcase the distinctive nature, heritage, and communities that surround overtourism destinations.

The utilisation of natural language processing and digital marketing organizations will be able to analyze tourist sentiment and evaluations using natural language AI. This would notify digital marketing organisations (DMOs) in advance of the escalating perceptions of overtourism and anticipate the implementation of strategies in collaboration with local businesses to redirect tourists to less frequently visited locations or shorten peak hours. This would enable DMOs to modify policies and collaborate with businesses on promotions prior to any permanent injury to their reputation. Additionally, the continuous updating of sentiment metrics facilitates the ability to test various interventions and promptly observe their impact.

Other initiatives are being implemented to address the issue of overtourism.

- Encourage the Promotion of Off-Season Travel. Promoting travel during off-peak hours allows for a more equitable distribution of visitors through the time. Off-season travel not only alleviates the burden on popular destinations but also enables travellers to experience the locations in a more genuine and less congested manner. Tourism agencies and travel companies may advertise the advantages of visiting during slower months, including reduced prices and a more tranquil atmosphere.

Destinations That Aren't as Well-Known Developing and emphasising lesser-known destinations can assist in diverting tourists from congested locations. Tourists can discover new destinations while simultaneously alleviating the burden on conventional visitor centres by advocating for alternative locations. Additionally, this method facilitates the reasonable circulation of the economic advantages of tourism across various regions.

- Implement Supportable Tourism. It is imperative to encourage supportable travel practices in order to mitigate the effects of overtourism. This encompasses the promotion of eco-friendly accommodations, responsible wildlife tourism, and low-impact activities. We can instruct tourists on the standing of respecting local fauna and habitats, conserving water, and reducing pollution to reduce their environmental impact.

- Provide tourists with information. It is imperative to increase travellers' awareness of the consequences of overtourism and to promote responsible conduct. Educational campaigns can educate tourists on the importance of regarding home-grown customs, reducing excess, and avoiding environmentally sensitive areas. This can also steer tourists away from overcrowded sites by providing them with information about alternative, less congested attractions. General implementation of these strategies and generative AI will solve overtourism in India. To implement all of these strategies, stakeholders must support it and unite together. Resolving the issue of overtourism will ultimately lead to the accomplishment of sustainability.

management, and public amenities. Efficient infrastructure improves the overall visitor experience and reduces the negative impacts on local communities.

- Involve local communities. Involving local communities in tourism planning and decision-making processes ensures the resolution of their needs and concerns. Residents should benefit from tourism's economic and social advantages without feeling marginalized. Community-led tourism initiatives can preserve local cultures and traditions while also offering visitors more authentic and sustainable experiences.

- Provide tourists with information. It is imperative to increase travellers' awareness of the consequences of overtourism and to promote responsible conduct. Educational campaigns can educate tourists on the importance of regarding home-grown customs, reducing excess, and avoiding environmentally sensitive areas. This can also steer tourists away from overcrowded sites by providing them with information about alternative, less congested attractions. General implementation of these strategies and generative AI will solve overtourism in India. To implement all of these strategies, stakeholders must support it and unite together. Resolving the issue of overtourism will ultimately lead to the accomplishment of sustainability.

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## Sensational and shocking fact about the appointment of Prof. Mitali Chinara

New Delhi, (KCN): Remember Pooja Khedkar who got into IAS doing forgery of certificates and fake documents and was later terminated by the Government of India. We have a similar case of Prof. Mitali Chinara in Odisha. She is now working as Professor and Head of Department of Analytical and Applied Economics, Utkal University.

RTI Answer from Utkal University reveals that appointment of Prof. Mitali Chinara in Utkal University appears to be illegal. As per RTI letter, she has not submitted a Bank Draft for faculty application which is mandatory in any appointment process. Bank Draft or details of



Bank Draft or copy of Bank Draft is not found. Sources also reveal that she has not gone through the interview process. It seems that through her influence, she was appointed as faculty in Utkal University from a back door channel. Her appointment seems to be illegal.

Now the Registrar of Utkal University has informed this through RTI Answer. The same answer is sent to the Vice

Chancellor for information and necessary action. Utkal University should form an investigation committee and take necessary action.

By virtue of being faculty, she is placed in various important committees of Utkal University and Government of Odisha. She is one of the executive members of Odisha Economics Association.

The matter is serious in nature as it is about faculty of one of the oldest and prestigious state university of Odisha. Both Utkal University and Department of Higher Education, Government of Odisha should take cognisance of the matter.

## 30th All India Railway RPF Hockey Tournament Concluded

Northern Railway, Delhi Bagged Championship Trophy



Bhubaneswar, (KCN): The 30th All India Railway Hockey Championship Tournament, hosted by the Railway Protection Force (RPF), successfully concluded today at KIIT Hockey Stadium, Bhubaneswar. The four-day event saw exciting competition among teams from various Zonal Railways and Production Units of Indian Railways.

In a thrilling final, Northern Railway emerged victorious by defeating Southern Railway with a score of 3-1 Goals in shootout, claiming the prestigious Championship Trophy.

Shri Vinod Kumar of Northern Railway was named the Player of the Match for his outstanding performance, while Shri Amladas P M, Goalkeeper of Southern Railway was honored as the Player of the

Tournament for his consistent excellence throughout the event. Gracing the closing ceremony, General Manager, East Coast Railway, Shri Parmeshwar Funkwal, congratulated the players and emphasized the importance of sports and physical fitness in enhancing the performance of security personnel. Shri Funkwal also presented the Championship Trophy to the winning team in the presence of Principal Chief Security Commissioner of Railway Protection Force (RPF), Shri Alok Vohra. The tournament witnessed the participation of eight RPF Hockey Teams from different Zonal Railways and Production Units, including: Northern Railway (New Delhi), South Eastern

Railway (Kolkata), Western Railway (Mumbai), North Eastern Railway (Gorakhpur), Southern Railway (Chennai), West Central Railway (Jabalpur), Central Railway (Mumbai), Railway Protection Special Force (RPSF) Senior railway officials, including Principal Heads of the Departments from East Coast Railway Headquarters and Khurda Road Railway Division, were also present to witness the final match and the closing ceremony.

This event not only highlighted the sportsmanship and teamwork of the Railway Protection Force but also reinforced the role of sports in promoting physical well-being and camaraderie among security personnel.

The tournament witnessed the participation of eight RPF Hockey Teams from different Zonal Railways and Production Units, including: Northern Railway (New Delhi), South Eastern

## Kolkata's Junior Doctors Vs Cops Over Leaflet Distribution At Puja Pandals

Kolkata, (KCN): Kolkata's protesting doctors' plan to distribute leaflets at pandals during the ongoing Durga Puja was vetoed by the police over concerns about crowd management. The police contend that the sensitive issue could upset people and lead to a law and order issue in the festive season. The doctors, a section of whom are on a hunger strike, wanted to reach out to the people and spread awareness about their demands from the state government. The protesters have been called to the state secretariat tonight for another round of discussion.

The escalation in doctors' protest comes days after Chief Minister Mamata Banerjee met them and accepted most of their demands. The junior doctors have been on hunger strike since Saturday demanding justice for the 31-year-old doctor raped and murdered at the hospital premises on August 9. They also want a cleanup of the system -- an alleged corruption-threat syndicate -- and the formation of a patient-friendly system and campus democracy. Their other demands include the establishment of a centralised referral system for all hospitals

## Special Postage Stamp To Commemorate 25 Years Of Adani Group's Mundra Port

New Delhi, (KCN): In a ceremony marking 25 years of Mundra Port, Gujarat Chief Minister Bhupendrabhai Patel released a commemorative postal stamp to honour the port's contributions to India's maritime and economic growth.

The event, held on World Post Day, highlights the transformation of Mundra Port from a single jetty in 1998 into India's largest commercial port and a key global maritime hub. "Thank you, Hon'ble @ C M O G U j Bhupendrabhai Patel, for releasing a commemorative stamp to celebrate 25 years of Mundra Port. Its journey from a tiny jetty in 1998 to one of the world's leading ports today has not been without its challenges. Mundra Port's growth symbolises our partnership of trust with Gujarat and its people."

The ceremony was attended by senior officials, including Managing Director of Adani Enterprises Ltd Rajesh Adani, Managing Director of Adani Ports and Special Economic



Zone Ltd Karan Adani, and Gujarat Circle Chief Postmaster General Ganesh V Sawaleshwarkar.

Mundra Port's evolution is a testament to its role as a vital commercial gateway, handling nearly 11% of India's maritime cargo and 33% of the nation's container traffic. Since its inception, the port has contributed over 2.25 lakh crore to state and national exchequers and created more than 7.5 crore man-days of employment. Its development has

attracted investments exceeding Rs70,000 crore, and through the Adani Foundation, community initiatives have benefited over 3.5 lakh people across 61 villages. This commemorative stamp represents not just the legacy of Mundra Port but also our partnership of trust with Gujarat and the supportive policies of the state government," said Karan Adani. "Together, we have turned a vast wasteland into India's largest port, reaffirming our

commitment to driving economic development and creating opportunities for our people, while supporting India's ambition to be a leader in global trade."

The stamp, titled "25 Years of Progress - Mundra Port," was designed by India Post in collaboration with Adani Ports and features a visual narrative of the port's transformation. 5,000 stamp sheets, containing a total of 60,000 stamps, have been printed and will be available for purchase through India Post's

ePortal. A special cover and stamp cancellation were also released, and a copy of the commemorative stamp will be displayed at the National Philatelic Museum in New Delhi. Mundra Port has played a pivotal role in India's maritime infrastructure, serving both coastal and hinterland regions, while also expanding globally with operations in Sri Lanka, Israel, and Tanzania. The company's vision is to become the world's largest ports and logistics platform within the next decade.

## Around 250 Protesting Samsung Electronics Workers Arrested In Tamil Nadu

Chennai, (KCN): Around 250 striking Samsung electronics workers were arrested by the Kancheepuram police today for allegedly occupying private land without permission and holding protests without permission.

The workers have been on strike for a month, demanding recognition of their union, pay revision, eight-hour work schedule and other benefits.

Last week, Samsung agreed to many of the demands, including a 5% increment, but refused to recognise the union. It also announced AC buses to transport all workers, one lakh emergency relief to families in the event of the death of a worker and agreed to discuss other demands.

This led to a standoff between the workers and the management. The Tamil Nadu Finance Minister, Thangam



Thennarasu, today appealed to the Centre of Indian Trade Unions (CITU) to withdraw the protest.

The workers claim they have permission from the landowner to gather and protest, but authorities removed the canopy they had set up. The workers have approached the Madras High Court over the arrest and the court would hear the case later today. Last night, seven

Samsung workers were arrested and later released on bail for allegedly assaulting a police officer after a road accident unrelated to the protests. However, the workers on strike allege that the arrested workers have yet to return after bail. Today, Tamil Nadu Finance Minister Thangam Thennarasu appealed to the CITU to withdraw the protest and

assured that the state labour department will comply with the court order in the case over recognising the Samsung workers' union. Claiming that the labour department could not register the union only because of objection by Samsung Electronics he assured the state would abide by the court order. The arrest comes on a day a few leaders of the alliance parties of the

## INDIA Bloc Turns On Congress After Haryana, J&K Results



New Delhi, (KCN): The Congress, notwithstanding its improved performance in the Lok Sabha election, is back to square one after its dismal show in Haryana and Jammu and Kashmir -- at the receiving end of harsh criticism from allies. Less than 24 hours after the declaration of results, INDIA bloc allies including Shiv Sena, Samajwadi Party, Aam Aadmi Party, Trinamool Congress and others have issued sharp takedowns. Even the normally reticent Rashtriya Janata Dal and Kashmir ally Omar Abdullah, could not resist a few digs. Most of these were focused on what

they allege is the Congress's lack of respect for allies, especially the smaller, regional ones, pointing out that reach, more than size, is crucial during election. The "arrogance" tag from allies have hung onto Congress

for over a decade. Now more than the Central leaders, it is the state leaders who are being blamed after a series of episodes when smaller parties had been rebuffed. Cases in point were Kamal Nath's refusal to allot seats to Samajwadi Party during the Madhya Pradesh Assembly elections last year. Delhi and Punjab Congress leaders' perpetual reluctance to share seats with AAP. To this has been added the name of Bhupinder

Hooda, whose team had refused to share space with AAP in Haryana. In each case, the state leaders have overridden the advice from Central leaders.

The Congress's Central leadership is being blamed for allowing too much leeway to state leaders, who at every instance have ignored messages from Delhi. The Congress high command is also being blamed for failing to rein in factionalism, which has caused hiccups in states including Karnataka ahead of government formation. Or as in the case of Haryana, crashed the campaign.

## Cyber fraud hits Bhubaneswar: Over 3,600 complaints filed, Rs 68.79 crore lost



**Bhubaneswar, Oct 09(KCN):** Over the past nine months, the dedicated cyber police station in Bhubaneswar has received at least 3,660 complaints regarding cyber fraud, totaling Rs 68.79 crore, a senior police official said on Wednesday.

Bhubaneswar DCP Pinak Mishra shared that from January to September, 247 FIRs were registered related to these cases. Victims from Bhubaneswar and other regions of the state have reported their experiences. The police have managed to freeze

## Bhubaneswar Durga Puja 2024: Nayapalli Durga Puja Committee deploys drone for enhanced security

**Bhubaneswar, (KCN):** In an effort to combat pickpocketing during this year's Durga Puja festivities, the Nayapalli Durga Puja Committee has decided to use a drone for monitoring the pandal crowds during Dusshera. The drone has been rented from a private agency and will primarily operate in the evenings starting from Sasthi.

"Despite our ongoing efforts to enhance security each year, we typically report the theft of seven to eight gold chains daily during Durga Puja. This year, we're implementing additional surveillance with the drone," stated committee member Chitransen Behera.

To strengthen safety and security measures, the committee has installed at least 40 CCTV cameras



and four LED screens around the puja mandap. Additionally, there will be a presence of plainclothes police officers, 200 volunteers, and 100 transgender individuals to help deter theft. Frequent announcements will be made to remind visitors to

stay vigilant and safeguard their valuables. The Nayapalli pandal attracts over 50,000 visitors from Saptami onwards, with many falling victim to pickpockets during peak hours.

Committee members

**Bhubaneswar, (KCN Bureau):** Renowned Norwegian diplomat and former Executive Director of the United Nations Environment Programme Erik Solheim has publicly recognized the efforts of Odisha politician Dibakar Chhatoi for his remarkable commitment to tackling climate change. Solheim, an internationally respected environmentalist praised Chhatoi through his social media X account, commending the politician's initiatives to restore wetlands and protect the environment. Chhatoi, hailing from Astarang in Puri district, Odisha has been leading efforts to combat climate change on the ground. Alongside

his team "Sabuja Sakha", Chhatoi has taken the bold step of freeing wetlands from encroachment and personally restore mangroves in. Meet Dibakar Chhatoi from Puri District, who, alongside his Team Sabuja Sakha has planted 2,100 mangroves, inspiring true Climate Leadership.



environmental stewardship project not only provides a buffer against natural disasters but also contributes to biodiversity conservation and sustainable livelihoods for the local communities who depend on these ecosystems. As climate change continues to pose significant challenges globally, grassroots movements like Chhatoi's work in Odisha represent a beacon of hope. His actions underline the crucial role local leaders play in addressing

environmental issues and protecting vulnerable ecosystems. Solheim's endorsement further elevates the importance of such local initiatives in the global discourse on climate change mitigation. With continued support and recognition, efforts like those of Dibakar Chhatoi could serve as a model for other regions facing similar environmental threats showcasing how individual leadership and community collaboration can drive meaningful environmental change. Dibakar Chhatoi's dedication to restoring mangroves and protecting wetlands stands as a testament to the power of local action in the fight against climate change. As global figures like Erik Solheim shine a spotlight on his work, the world is reminded that impactful environmental change often begins with leaders on the ground fighting to protect their own communities.

## Gujarat's Swaminarayan Temple to shine at Rasulgarh



**Bhubaneswar, (KCN):** As the vibrant festival of Durga Puja approaches, preparations are in full swing across various puja pandals in the city. Artisans are working tirelessly to complete their themed structures as the countdown to the festivities begins.

This year, the Rasulgarh Durga Puja Committee is set to make a splash by constructing a replica of Gujarat's iconic Swaminarayan Temple in Ahmedabad, originally built in 1822 as the first temple of the Swaminarayan Hindu sect, serves as the inspiration for this year's theme. This year marks the 32nd anniversary of the Rasulgarh Durga

Puja Committee. The stunning, multi-colored, wood-carved Swaminarayan Temple in Ahmedabad, originally built in 1822 as the first temple of the Swaminarayan Hindu sect, serves as the inspiration for this year's theme. The total expenditure for this pandal is estimated at Rs 45 lakh.

## Erik Solheim Applauds Chhatoi's Climate Initiatives

**Erik Solheim** @ErikSolheim · 1h A politician is tackling climate change head-on by freeing wetlands from encroachment and personally restore mangroves in. Meet Dibakar Chhatoi from Puri District, who, alongside his Team Sabuja Sakha has planted 2,100 mangroves, inspiring true Climate Leadership.



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## 13 member delegation from Bangladesh visited Syama Prasad Mookerjee Port, Kolkata

**Kolkata (AMBAR MUKHERJEE):** A 13-member delegation from Bangladesh on a four-day visit to Syama Prasad Mookherjee Port (SMP), Kolkata from 9th to 12th July, 2024, to assess the possibilities of transhipment of cargo of Bangladesh through Indian ports located on the East Coast. The delegation, led by the Joint Secretary, Ministry of Shipping, Bangladesh Sh. S M Mostafa Kamal, comprises of representatives from other key ministries, private stakeholders and ports of Bangladesh. The delegation's visit to ports in Haldia on 10th July and in Kolkata on 11th July – was in line with agreed minutes of India-Bangladesh Shipping Secretaries Level Talks (SSLT) held in Dhaka in December last year 2023. In a prospective meeting, with the Chairperson of

Syama Prasad Mookerjee Port, Kolkata, Shri Rathendra Raman along with Deputy Chairperson of KDS, Shri Samrat Rahi, Deputy Chairperson of HDC, Shri A. K. Mehra, Shri A. P. S. Sirohi, Director (IWT), MoPSW, Shri A. K. Bansal, Director, IWAI and key officials from SMP, Kolkata; the visiting delegates from Bangladesh were given an introduction to Kolkata Dock System (KDS) and Haldia Dock Complex (HDC), by stating the current infrastructure and scope for handling of containerized cargo shipped from Bangladesh for third country export. The projected plans for future infrastructural development of the dock along with development of PPP model (Public-Private Partnership Model) were also briefly highlighted to the delegates.

The strategic advantage of SMP, Kolkata and its proximity to Bangladesh was highlighted along with the leverage of IBP protocol route with the aim to strengthen the Indo-Bangladesh trade relations to boost up the Export-Import trade. The focal point of the discussion was to highlight the various trade facility advantages which the exporters from Bangladesh are likely to gain upon transhipment of the export bound cargo to third countries by handling them through SMP, Kolkata. Ease of availability of empty containers, lesser transit time compared to other major ports of Eastern India, allocation of dedicated vessels to plough between Bangladesh and India, provision for onward and return cargo to and from SMP, Kolkata for optimization of the

operational cost were some of the highlighted points in the discussion.

both the nations.

The presence of established IBP protocol route covering all the major ports of call of Bangladesh like Mongla, Narayanganj, Ashuganj port with SMP, Kolkata will help to facilitate the quantum of export from Bangladesh especially with the introduction to the greater number of barges carrying loaded fly-ash from India which might have the potential to return along with the laden containers from Bangladesh.

The Bangladeshi delegation had a good experience and were hopeful of a positive outcome of the visit. Head of Bangladeshi delegation assured that on their return to Bangladesh a meeting will be conducted along with the stakeholders with the data, analysis and comparison they have obtained from their visit to SMP, Kolkata. The committee will submit a report to the Ministry of Shipping, Bangladesh and report will be communicated to India by diplomatic channel.

At the end, both sides are optimistic to find a new era in maritime connectivity between India and Bangladesh.

### 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.

Exemplifying the region's signature weave through a curated evening at the majestic Vivanta, Bhubaneswar, DC Square was Odia designer Sabyasachi Satpathy, whose intricately crafted ensembles drew inspiration from the multicultural city and its colourful history. In a true celebration of Odisha's distinct and masterful craftsmanship, the show was elevated with a captivating performance by the Prince Dance Group – from the small Odisha town of Berhampur – widely lauded for their artistry.

The show drew to a finale with none other than actor Diana Penty, who captivated the audience in a beautiful ensemble by the designer. The "Made of Artistic Flair" edition for Blenders Pride Fashion Nights was a beautiful embodiment of the rich craft and cultural heritage of the city in a modern and contemporary setting.

Taking us on a 'Jatra' – The Journey of a Young

Woman – the show encapsulated the journey of a woman from post adolescence to her nuptials, navigating the various challenges, trials and significant moments that come her way. The enigmatic journey was captured through the array of colours and textiles that Odisha Bandha/Ikkat offers.

### NSDL launches "Market ka Eklavya- Express" in 75 cities to mark 75 years of Independence

Mumbai: India's largest depository, National Securities Depository Limited (NSDL) launched 'Market ka Eklavya- Express', an online investment awareness program for students that will be conducted in 8 different languages including Hindi. The program would serve as a beginner's guide for investing for the youth.

To mark the significance of Azadi Ka Amrit Mahotsav, an

initiative of Government of India to celebrate 75 years of independence and the glorious history of our people, culture and achievements, NSDL has launched a new initiative towards investor awareness 'Market Ka Eklavya - Express' across 75 cities, especially aimed at the college students who would very soon be entering the phase where they would start earning and naturally,

look for avenues of investment.

Earlier this month, Market ka Eklavya (5-hours program) was launched by the hon'ble Finance Minister of India, Smt. Nirmala Sitharaman at the silver jubilee event of NSDL.

On the launch of the initiative Ms. Padmaja Chunduru, MD & CEO, NSDL said, "Azadi Ka Amrit Mahotsav is a special initiative launched by our Prime Minister to

celebrate and commemorate 75 years of India's Independence.

Our program has been particularly aimed to create awareness about the financial markets to the young minds who will be the future of our country. In this Amrit Kaal, our digital education initiative focuses on building a path towards Financial Freedom for our youth, symbolizing the spirit of Atmanirbhar Bharat."

### Nuvoco successfully completes AFR Project at its Risda 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

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."

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# Schutt stars as Australia demolish New Zealand

**New Delhi:** Australia scripted their second win on the trot in the ICC Women's T20 World Cup as they crushed New Zealand by a 60-run margin. They overcame a wobble with the bat to register their 13th consecutive win in T20 World Cups.

After a strong start to their batting innings, Australia had nosedived as they lost six wickets for 29 runs towards the latter end. The collapse was triggered by spinner Amelia Kerr who finished with impressive figures of 4 for 26. The pitch at Sharjah played better for the slower bowlers once again and Kerr made the best use of the conditions. She first got rid of the dangerous-looking Ellyse Perry for 30 with a googly, and followed it up next ball with another to get past the defence of Grace Harris.

She was complemented well in this period by Brooke Halliday, whose off-pace bowling proved to be difficult to put away. Halliday accounted for a well-set Phoebe Litchfield and then Annabelle Sutherland in the final over, which further pegged Australia back although they got close to 150 with a couple of timely boundaries late in the innings.

This was in contrast to how they had started off after opting to bat. Beth Mooney and Alyssa Healy had given them a blistering start in the powerplay, which was then taken forward by an attacking Perry. Healy set the tone, taking on the spinners and hitting powerfully over the infield on the offside to get the early boundaries. But just as she was getting into her groove she was undone by a slower ball from



Rosemary Mair. Mooney managed a couple of boundaries soon after in her 45-run stand with Perry. Her brisk knock came to an end when she miscued a

loft to give Kerr her first wicket. Perry now took up the mantle to take the attack to the opposition. She lofted Eden Carson for a six and followed it up with a pulled

boundary. It added salt to an incensed New Zealand, who had been denied a catch call against Litchfield after umpires deemed that a low catch had been

grassed. Kerr was picked up for a boundary apiece by Litchfield and Perry before she struck back and turned the innings around.

But the score of 148,

which was only the second 125-plus score for a team batting first in this World Cup, proved to be more than enough for Australia. Megan Schutt gave them the perfect start getting Georgia Plummer bowled in her second over and consequently becoming the leading wicket-taker in Women's T20 World Cups. Suzie Bates and Amelia Kerr prevented further inroads for a while, putting on 47 for the second wicket. But the partnership saw boundaries hard to come by which resulted in additional pressure once it was broken. Sophie Molineux got past Bates to provide the breakthrough which kickstarted a downward spiral.

Schutt came back to have Kerr caught in the next over while Georgia Wareham had Halliday caught on the reverse

sweep in the following one. Sutherland pushed them further down with a double strike that saw the back of Maddy Green and Isabella Gaze in successive deliveries. With that New Zealand had lost five wickets for just six runs even as skipper Sophie Devine watched on from the other end. She became the ninth wicket to fall after coming down and swinging wildly against Molineux. Schutt finished things off just the way she had started to put Australia comfortably on top of Group A.

**Brief Scores:** Australia 148/8 in 20 overs (Beth Mooney 40, Ellyse Perry 30; Amelia Kerr 4-26, Brooke Halliday 2-16) beat New Zealand 88 in 19.2 overs (Amelia Kerr 29, Suzie Bates 20; Megan Schutt 3-3, Annabel Sutherland 3-21) by 60 runs

## Arctic Open: PV Sindhu out, Malvika stuns World No.23 Yun to reach pre-quarters



**New Delhi:** Double Olympic medallist PV Sindhu faced an early exit while rising star Malvika Bansod pulled off a stunning upset to book her spot in the pre-quarterfinals at the Arctic Open Super 500 tournament on Tuesday. Sixth seed Sindhu, a double Olympic medallist, lost to Canada's Michelle Li in a straight-set match. Sindhu struggled to find her rhythm and eventually lost 16-21, 10-21 in her round of 32 encounter, marking a disappointing return to action after the Paris Olympics.

In contrast, Malvika Bansod showcased her resilience and emerging prowess on the

international stage. The 23-year-old from Nagpur battled fiercely to defeat World No. 23 Sung Shuo Yun of Chinese Taipei. Bansod claimed a hard-fought victory in straight sets, 21-19, 24-22, in a 57-minute thriller.

Bansod, who won her first title in over two years at the Azerbaijan International in February, is on a positive trajectory, with this latest victory serving as a testament to her growing skill and mental toughness.

However, the challenges for Bansod are set to

escalate as she now faces the daunting task of competing against a former world champion in the next round. She will take on the winner of the match between Thailand's Ratchanok Intanon, the 2013 world champion and tournament top seed, and Wang Zhi Yi of China, the 2022 world champion.

Meanwhile, Aakarshi Kashyap added to India's success in the women's singles, advancing to the next round with a solid 21-19, 21-14 victory over Germany's Yvonne Li. As the tournament progresses, Indian shuttlers will aim to maintain their momentum in the face of stiff competition.

**New Delhi:** Kane Williamson's departure to India will be delayed and he is likely to miss the first Test in Bengaluru due to a groin strain he suffered recently.

Williamson experienced discomfort during the second Test against Sri Lanka and will need to undergo rehabilitation before joining the squad in India. New Zealand Cricket revealed in a media release on Wednesday (October 9).

"While it's obviously disappointing to not have Kane available from the start of the tour, it provides an opportunity for someone else to play a role in an important series."

Sam Wells, the New Zealand selector, expressed hope that Williamson will be available to play later in the series after completing his rehabilitation.

Zealand's white-ball teams, has an average of 41.9 in first-class cricket, with six centuries, including one against India A in 2020. He scored 245 runs in three matches in the Plunket Shield last summer, including 123 against Otago Volts.

"We believe Mark is one of our best players of spin and has a

proven track-record in the sub-continent," said Wells. "Mark has displayed an ability to play spin proactively in the international arena, and combined with his excellent first-class record, we see him as someone who can succeed in the type of conditions we expect to encounter in India."

Meanwhile, Michael Bracewell will travel with the squad for the first Test before returning home for the birth of his second child. He will be replaced by Ish Sodhi for the rest of the series.

**New Zealand squad:** Tom Latham (c), Tom Blundell (wk), Michael Bracewell (1st Test only), Mark Chapman, Devon Conway, Matt Henry, Daryl Mitchell, Will O'Rourke, Ajaz Patel, Glenn Phillips, Rachin Ravindra, Mitchell Santner, Ben Sears, Ish Sodhi (2nd and 3rd Test only), Tim Southee, Kane Williamson, Will Young

## Tajinder Singh Dhillon: Kingsmen's Knight in shining light

**New Delhi:** An outlier of sorts, Tajinder Singh Dhillon has always found a way to turn the corner in his professional cricket career

An outlier of sorts, Tajinder Singh Dhillon has always found a way to turn the corner in his professional cricket career ©MLC

"You can hit a six off a spinner on your first ball half asleep at 4 am!" remarked India legend and the then Kings XI Punjab head coach Anil Kumble, marvelling at Tajinder Singh Dhillon's brutal assault against the likes of Ravi Bishnoi and Mujeeb Ur Rehman in one of the many open nets during the 2020 IPL season. All said and done, Tajinder disappointingly warmed the bench in an IPL season for the second time in a row after his maiden stint with MI in 2018.

Four years on, Tajinder is still toying away with the spinners for the Chicago

Kingsmen in Minor League Cricket in America, away from the glam lights of the IPL. "I don't know why Kumble said that! I am equally good against the fast bowlers" says Tajinder with a chuckle. While Tajinder was being tongue in cheek, there was an element of sincerity in his voice. After all he had shot to fame in the Indian domestic circuit with the dismantling of Pankaj Singh, a Test fast bowler, in a tirade that saw him plunder 52 off his 10 deliveries in 2018.

Amassing 395 runs in 9 innings at an S/R of 146 at number 4 or 5, the 2024 Minor League season has turned out to be his slam dunk moment in the US after passing the rubicon with his BCCI retirement in 2023. Tajinder offers a wry smile when being asked if he found himself in a similar mental zone that saw him take apart celebrated attacks in

India. "Slightly more mature! And more consistent now. That innings was way back when I had just started out. I played that sort of an innings once in a tournament but now I strive to play 3 match winning innings in a tournament" Tajinder adds.

His consistency and maturity were the two tenets in his batting that were at fore right through the season for the Kingsmen where his counterpunching innings would pull them off the trenches, none more so on the day of the final. Tajinder saw the Kingsmen home from a pressure cooker situation in the final. The Kingsmen were staring down the barrel at 5 for 98 enroute an ask of 173 but a sparkling innings of 42\* off 25 deliveries along with Hamad Azam's blitzkrieg meant they cantered home in the 19th over.

Being a lynchpin with the

bat for the eventual champions Kingsmen, the towering Sardar has in a way burst out of the cricketing cold he was relegated to in the US since his arrival last year. He was underutilised at number 7 and 8 by the San Francisco Unicorns in the 2023 season that saw him being out in the middle for 21 deliveries. The following season Tajinder bagged a solitary game without getting a hit

in the middle after the team management decided to punt on the young Sanjay Krishnamurthy. An outlier of sorts, he has always found a way to turn the corner in his professional cricket career. Rarely has anyone managed to climb the ladder to play the IPL and firstclass cricket in the Indian cricketing ecosystem after missing out

representative age group cricket altogether. Tajinder has been that late bloomer who found no takers at UPCA growing up in Agra but had IPL franchises bearing down on him in the auctions after his exploits in local cricket. Tajinder was ready to pull his bootstraps yet again after his cricket career seemed to hit a snag yet again. "I didn't get a proper

chance in the major league in the previous edition and played at 7 or 8 due to the presence of senior international pros. This year as well I couldn't get a chance to showcase my skill. But I have generally observed in the MLC that the lack of consistent runs in the middle order has been a nagging issue. My motivation was to

emerge as an alternate choice through my performances in the Minor League. I think I play the spinners well and can finish strong against the pacers in the end. So I took up the challenge to fill what I see as a big vacuum in the country"

Batting at number 4 has unfurled a new dimension into Tajinder's batting which the overseas coaches at the Unicorns may want to pay heed to. His resourcefulness in varying surfaces and game scenarios is a testament of his vibrancy as a batter. Kingsmen banked on their number 4

to get on with things and bludgeon his way to 54 ball 80 on a placid surface against the Baltimore Royals. On the flip side, a masterful 59 off 41 deliveries in a crunch super 8 game on a wicket that produced the second best score of 14 exhibited his eccentric ability to tame a demonious surface with flair.

"I like that people do talk about my power hitting but I have also worked on my ones and twos. Out of the total 395 runs this season, I have run 179 runs. I have worked long hours to perfect those deft touches and nudges that give me ones and twos. It just takes the pressure off you in pressure situations. To play long and maintain a S/R of 150, you just can't rely on 4s and 6s. Running between the wickets is integral as well. Hopefully my performances in the minor league this year gets me in the reckoning for those key middle order spots next year (laughs)"

