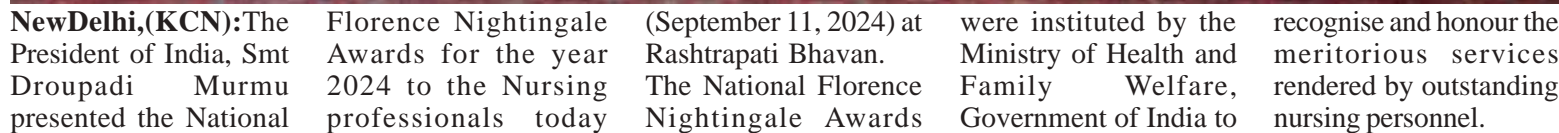


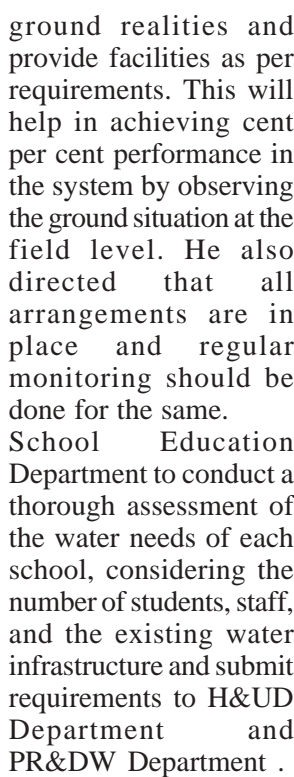
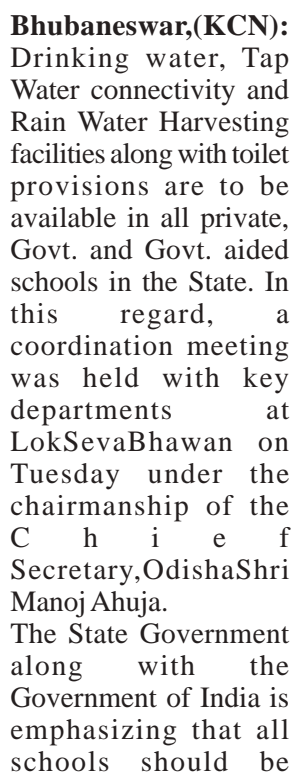
## Odisha Govt Hikes Ex-Gratia Amount from Rs 4 Lakh to 6 Lakh for Construction Workers



recognise and honour the meritorious services rendered by outstanding nursing personnel.

**Bhubaneswar(KCN):** The Odisha government has announced an increase in the ex-gratia amount for construction workers from Rs 4 lakh to Rs 6 lakh for accidental death, as stated by Chief Minister Mohan Majhi on employment, or to support their families in the event of an accident or untimely demise. This is why it's crucial for everyone to register with the board to secure their social security benefits. In difficult times, this entity will serve not just the welfare of construction workers, the Chief Minister has declared an increase in the accidental death benefit from Rs. 4 lakh to Rs. 6 lakh, as provided by the Odisha Construction Workers Welfare Board.

the welfare of construction workers, the Chief Minister has declared an increase in the accidental death benefit from Rs. 4 lakh to Rs. 6 lakh, as provided by the Odisha Construction Workers Welfare Board.



ensured with having these facilities. Reviewing the present status of arrangements in schools, the Chief Secretary has given

necessary instructions and suggestions to the concerned departments and executing agencies for saturation of all schools with having

such facilities. The Chief Secretary has advised to conduct sample surveys in schools having such facilities to ascertain the

## Odisha Govt to Introduce Special Legislation in Recruitment Process: Minister

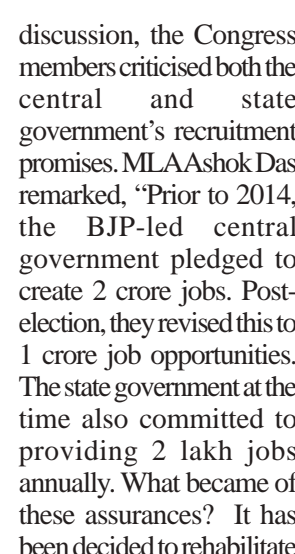
**Bhubaneswar(KCN):** Odisha Vigilance today arrested a senior official of Ambuja Cement on charges of offering bribes to the Collector of Bargarh district. The arrested has been identified as Rambhav Gattu, Chief Manufacturing Officer (East) of Ambuja Cement in Chhattisgarh. Gattu today visited the Bargarh Collectorate to meet Collector Aditya Goyal (IAS). During the



meeting, Gattu presented a flower bouquet and a packet of sweets to the Collector. Suspecting something unusual, the Collector asked his peon to open the packet and found four

**Bhubaneswar(KCN):** The state government is committed to increasing the transparency and fairness of various recruitment examinations and plans to introduce special legislation in the recruitment process, Parliamentary Affairs Minister Dr Mukesh Mahaling announced in the Odisha Assembly today. He mentioned that the Central Government has recently enacted a special law which the State

Government intends to adopt similarly. Minister Dr Mahalingam discussed the state government's strategy, highlighting the new administration's focus on recruitment. The government has pledged to fill 1.5 lakh vacant positions over the next five years. In addition, 65,000 posts are slated to be filled within the next two years. By this coming December, a total of 34,686 vacancies will be filled across the state.

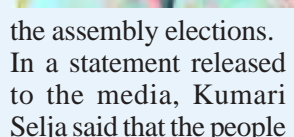


the retired employees. In this case, how will the problem of unemployment be solved? The current administration is merely continuing the previous government's practices. According to the NCRB report, 3548 people committed suicide due to unemployment in 2020. The national unemployment rate stands at 3.2 percent while the state unemployment rate is 3.9 percent.

**Chandigarh (JAG MOHAN THAKEN), September 11:** The elections of Haryana assembly are not held yet and even the nomination filing process has not been completed, but seeing some positive response of the public in favour of the congress party, the claims for the Chief Ministership have started to come on. The Former Chief Minister Bhupinder Singh Hooda and his son, an MP from Rohtak seat, Deepender Hooda are already being projected as the first contenders. Also, another MP, a Rajya Sabha member, Randeep Surjewala's name is being flashed in the air. Now the General Secretary of the All-

India Congress Committee, former Union Minister, and MP from Sirsa, Kumari Selja has said, “Yes, I want to become Chief Minister”. In an interview with a news channel, Kumari Selja said that she wants to become Chief Minister and questioned why a Dalit cannot hold that position. She is proud of being a Dalit and emphasized that reaching this stage has taken several generations. Some people get opportunities sooner while others later. There is nothing wrong in desiring to become Chief Minister, although the final decision rests with the high command. She said that she represents all

communities and was elected by people from all communities in Sirsa. One cannot always stay on the back foot; opportunities to play on the front foot should also be available. Everyone has their own aspirations. Selja said that the time has come for every Haryana resident to rid themselves of the BJP's 10 years of misrule. The 24 days of hard work by every Congress worker will turn Haryana's misfortune into prosperity. It is crucial for the party's dedicated workers to stand with the Congress candidates immediately, so that a Congress government can be formed with a three-fourths majority in



of the state are questioning the BJP about the 10 years of suffering they have endured. They

are demanding accountability for the repeated pain inflicted upon them. The kind of opposition BJP leaders are facing in various parts of the state indicates that the BJP is headed towards a situation similar to before 2009. The former Union Minister said that today, BJP and its leaders have no achievements to showcase to deceive the people. For 10 years, the people of the state have witnessed a rise in crimes such as rape, theft, shooting, murder, and extortion, as well as unemployment. They have seen the decline of health, education, and transport services. They have understood

the lies and empty promises of the BJP and feel trapped in a web of online scams.

Kumari Selja noted that there is an anti-incumbency wave in the state. People consider Congress to be the biggest alternative and are ready to hand over power. The same people who gave Congress 5 seats in the Lok Sabha elections are now determined to give Congress a three-fourths majority in the assembly elections, to teach a lesson to those who intend to overthrow the people's elected government.

The former Union Minister said that the voting on October 5 will write a new chapter in

Haryana. Farmers, workers, labourers, the poor, Dalits, backward classes, youth, and traders will together send Congress candidates to the assembly with a large margin. Selja claimed that according to public sentiments, the Congress high command is also ready to witness this wave of change and take tough decisions that will set a precedent for a long time. Kumari Selja said that with the election results on October 8, a fully stable Congress government will be formed in Haryana, which will work towards protecting and securing the interests of every individual in the state.



## Save Our Pollinators

Saikat Kunar Basu

Bees are insects, very small in size  
But their pollination service is a divine prize.  
They pollinate our crops and trees  
And provide us with honey;  
A world without bees is a planet in disharmony



A delicate life is as precious as our skin,  
Unfurling from the hidden bud within.

A burst of bright colour and a warm hue,  
The kiss of the sweet fragrance,  
The bee buzz is just for you.



In the Garden of Eden, flowers blooms with glee,  
A divine sight of the bees is for all to see.

Apt 6--.,409

43 Street South, Lethbridge, Alberta, Canada,  
T1J4B3

Email: saikat.basu@alumni.uleth.ca  
The Author is a Canada based indian Agro  
Scientists

## Dreams

Anupama Bhuyan

Hold fast to dreams  
For it dreams die  
Life is a broken winged bird  
That cannot fly.  
Hold fast to dreams  
For when dreams go  
Life is a barren field  
Frozen with snow.

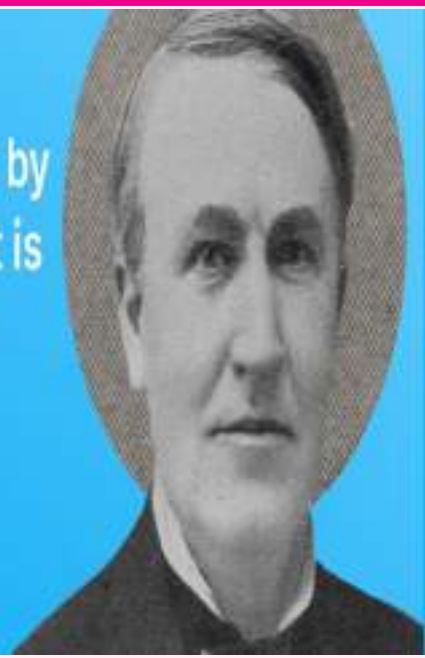
“Sai Bithi”, 7D/1354, Sector-9, CDA,  
Cuttack,  
E-mail :  
anupama123bhuyan@gmail.com



## Quotation of the Day

“Opportunity is missed by  
most people because it is  
dressed in overalls and  
looks like work.”

THOMAS EDISON



# Strong string

(Shibangi Dhara), Bandana Sahoo

As we all know that in the olden days there were no schools and colleges like in our today's society, at that time people used to go to the Ashram of sadhus and saints to receive the education. Once open a time there was a village named Madanpur, where a

concentrating himself. All his disciples were just looking at him, but nothing was happening and they were not able to understand why their Guru ji had brought a rope with him today and what advice he wanted to give them today.

After sometime, Mahatma Santh broke his meditation and looked at all his

easily, and our life is also like this.

All the problems in our life are like knots. And the more people try to trouble us by pulling that knot, the more we will gradually become stronger in our life. That is why no



Mahatma Santh lived, all the children of that village used to go to the Ashram of the Mahatma Santh everyday to receive the education. The Santh always used to distribute some or the other morals to all his disciples every evening. All the disciples considered those morals as their ideal and always followed the path shown by him. Mahatma Santh used to distribute a new moral to the disciples everyday. One of those morals is also strong string, which can definitely help in showing a new direction to our life.

Once Mahatma Santh returned from a village tour and while returning he had also brought a rope in his hand. Seeing this rope in his hand, his disciples felt a little strange. Because Santh ji never brings such ropes in his hands while returning from the village. Santh ji started smiling a little after loving his disciples and went and sat in his place

disciples present in front of him, and started asking what all of them were thinking? Hearing these questions of his, one of his disciples asked Santh ji, Guruji, you always return empty handed from the village, but why have you brought this rope with you today?

Hearing these questions of his disciple, Mahatma Santh started smiling a little and he started tying three knots in that rope. And then he started asking his disciple, what did you see?

In reply, his disciple said that Guruji, this is the same rope, only a little change has come in that rope.

Then Guruji smiling again, Santh ji started pulling that rope very hard by holding it from both sides, and asked his disciple that what are you all looking at now? In reply, he said that, this is the same rope.

Then he smiling again, Santh ji told his disciples in his poulicy that no, this is not just a rope, the three knots in this rope have made this rope very strong now. The more we pull this rope from both sides, it will become more stronger, and then no one will be able to open that knot so

person should be troubled by the problems in his life nor should he be troubled by enemies. Rather, he should stand strong like a rope with full patience. So that the more those people try to trouble you, you will become the stronger and more powerful. Then see, no one will be able to break you.

After listening these principles of Mahatma Santh ji, his disciples started bowing down to him with folded hands.

We don't get morals just like that. Every moral has a lot of importance in our life. If we keep those morals in our mind and use them in our life, then undoubtedly our life will start moving on the right path and we all will start living happily and peacefully in our life.

Jajpur  
7205550713

# Tourism and Odisha

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal, professional or for business purposes. It also means travelling of people for pleasure, fun or to see something of interest to them. Tourism boosts the revenue of the economy, creates thousands of jobs, develop infrastructure, and plants a sense of cultural exchange.

Tourism may be of international, national or regional tourism. With these briefs, a trial has been made in this article to highlight on the present day status of Tourism in the state Odisha, the impact of COVID pandemic in the world tourism sector. Towards the end it also focuses on the performance and growth of tourism sector of Odisha and highlights on the plans and proposals for improving the sector. Odisha is a State of rich tourist hubs. The State has a very good strategic and geographical location. The State has a marvelous demographic composition carrying very important historical, cultural and plenty of beautiful natural sites to visit. It has sites like Atri and Taptapani, the hot Sulphur springs, Balighai; a lovely sea side resort, Banapur; the famous shrine of Goddess Bhagwati, Banki; a traditional spot of Shaktism named Maa Charchika, Bhitarkanika; the crocodile sanctuary attracting a large number of tourists of all kinds in to the state. The mythological city Bhubaneswar is also the capital of Odisha is very much famous for its ancient Shaiva temples like Lingaraj, Mukteswara, Rajarani,



Parsurameswar, Vaital, Brahmeswara, Kedara Gouri, etc. Similarly, the Chandipur the calm and quite silver sandy beach of Baleswar, Asia's largest lake Chilka, give no bound pleasure to the domestic and tourists from abroad. Hari Shankar, the Temple on the Gandhamardan hills, Nrusinghnath temple and Buddhist shrines are located in western part of Odisha also attracting visitors of national and international importance. Some other tourist spots are Hirapur's Chousathi Yogini, Hiraakud dam, Jajapur's Maa Biraja, Tara Tarini, Bhairabi, Khambeswari, etc. the Shakti peethas, Jau Gada, the rock edict, Kapilas, the Saiva kshetra, Khandagiri, Konark the Black Pagoda, Khichingi, the Kichakeswari temple, Ratnagiri, Lalitagiri Udayagiri (Buddhist complex), Nandan Kanan, the zoological park with a botanical garden of very rare medicinal plants are also the invaluable spots of Odisha in the eyes of visitors. Other attractive spots like Pipili, Paralakhemundi, Belguntha, Mathura, Brahampur are carrying different handicraft centers, Puri, the world famous Jagannatha temple, Similipal, the tiger Sanctuary, Ranipur Jhariyal (Chousathi Yogini), Remuna for Khirachora Gopinath temple, Sakhigopal, Sonapur, Gopalpur,

Paluru port are bearing a lot of tourist importance. Beyond these there are also numerous other places like Potagada, Jaugada, Barabati, Barunai forts and gadajats also carry a lot of legendary, historical and military importance. Odisha a state with different types of tribal inhabitants looks very decent in their rare cultural celebrations which are seemed to be the resourceful wealth for Indian tourism.

**India in World Tourism Sector :** The world tourism sector is suppressed by the pandemic of Covid-19 at present and brings a lot of devastation to the physical and financial world of tourism. Till today the sector is also not receiving a green signal to flourish. It is seen from the various statistical reports that out of 140 countries, the first top ten countries in attracting tourists (2019) were France, Spain, United States, China, Italy, Turkey, Mexico, Thailand, Germany and United Kingdom. Similarly, in earning tourist revenue the first 10 countries were United States, Spain, France, Thailand, United Kingdom, Italy, Japan, Australia, Germany and China. In 2019, there were worldwide 1459 billion international tourist arrivals. The Travel and Tourism Competitiveness Report, 2019 ranked our India 34th out of 140 countries. India's position

was improved by six places over to 2017 report. Tourism generated an income of 16.91 lakh crore rupees (220 billion dollars) and supported in creation of 42.673 million jobs which counts 8.1 percent of total employment of the country. The sector hopes to get a return of more than 1 32 lakh crore by 2028 i.e., about 10 percent of our national GDP. Now a days India is also gaining an important space in health tourism. In this regard 1,84,298 foreign patients travelled to India for medical treatment. It is in an increasing trend. In the year 2019 nearing to 11 million foreign tourists were arrived to India. This records a growth of 3.5 percent over the year 2018. In providing infrastructural transport facilities to the tourists our India ranks 13th, in providing air transport facility our rank is 33rd, in providing sea transport facilities our India positioned at 28th rank. Regarding the availability of very beautiful natural tourist sites India ranked 14th and in providing cultural and business travel facilities the country acquires 8th position in the world. But the country is poor in providing accommodation facilities to the visitors in comparison. In comparing earnings from tourism sector

India remains at 16th in the world but among Asian countries remains 7th. To increase the foreign tourists in to India the travel Visa and passport availability is liberalized and issuing power rests with the embassies of the respective countries of the tourists as a redressal measure. Odisha and Tourism sector: The tourism sector of Odisha has a rich potential of employment, income generation, foreign exchange earnings and value additions to the economy. At present the sector is able to create 89 jobs as against 45 jobs in primary and 13 job in secondary sector on an investment of 1 million rupees. The ratio of indirect jobs to direct jobs in this tourism sector is nearly 3:1. It is a labor-intensive sector. The state Odisha in comparison has more intensity in domestic tourism with an average of 541 trips whereas the national average is only 418 trips per day. More or less Odisha has 357 nos. of identified tourist destinations located in 30 districts of the state. Out of which the district Cuttack carries 28 spots, the highest. Similarly, the district Balasore and Ganjam have 22, Puri has 21, Mayurbhanj and Khurda have 19 important destinations.



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# Khel Khel Mein director on Akshay Kumar's low phase: Form is temporary, class is permanent

Mudassar Aziz, director of Khel Khel Mein, discussed Akshay Kumar's recent career challenges, comparing them to a cricketer's temporary dip in form while affirming his enduring talent.

The filmmaker compared the actor's low phase to a cricketer who is out of form. A lot has been said about Akshay Kumar's career graph in the last two years. The superstar saw a string of flops at the box office, leading many to believe he had lost his charm. However, in a chat with India Today.in, Mudassar Aziz, director of his film Khel Khel Mein compared the actor's low phase to a cricketer who is out of form, emphasising that even during such times, their class remains intact.

Aziz discussed his

experience working with him and what Akshay felt about the negative online chatter surrounding him. He shared that he has been interacting with him for the last three years, from the time he conceived the film. Aziz also mentioned that his relationship with Akshay extends over 30 years. The filmmaker further revealed that the superstar pays close attention to what is being said about him.

"It all started when I as a little boy went to see Garam Masala in a theatre and laughed my lungs out. From then to coming to know him personally and now working with him, it has been such a wonderful ride. Also, he is an extremely perceptive, intelligent and aware person. It's not that a lot of this chatter does not land on his ears, it does.



He is not someone to carelessly brush that aside. It may not determine his next choice but he pays careful attention to what's being said about him," Mudassar Aziz said.

He further added, "There is a very important phrase in cricket, 'Form is temporary, class is permanent'. Every time

a cricketer is having a bad run, the whole nation unites to tell them what they should do, or shouldn't do. But you cannot take away their talent and the class reveal itself soon. There was no doubt in our minds about Akshay, and now with Khel Khel Mein, he's returned to comedy, batting on the wicket where he's scored many

centuries. He is back to entertaining his audiences the way they like it."

Mudassar Aziz also shared what he has learned from Akshay Kumar - a trait he feels everyone should adopt. "He treats success and failure as part of the same process. He doesn't process them differently, and that is commendable," he said.

The director also revealed how it's not just with Akshay but the entire Khel Khel Mein cast fell in love with each other while shooting. "We did not have to ask them to be friends as that camaraderie was very much already there by the time we started shoot. We have a WhatsApp group and we keep sharing reviews, posts, and even memes on it and laugh about it. The entire experience has been so satisfying. Also, none of us have the cockiness to claim we made a good film because we had trust and pride in our product."

After Khel Khel Mein and Stree 2, Akshay Kumar announced his next comedy project Bhooth Bangla, his comeback collaboration with Priyadarshan

## Exclusive: Imran Khan says 'Ranbir Kapoor 'Roya Jab Tu' song: 'Mr and Mrs Mahi's' and I never bought into ugly reports'



Actor Imran Khan recently opened up about his relationship with colleague and Bollywood star Ranbir Kapoor. The two had made their debut around the same time.

On work front, Imran was last seen in 'Katti Batti'. Colleagues Imran Khan and Ranbir Kapoor were considered two of the most sought-after actors after their debut in 2008 and 2007, respectively. Constant comparisons between contemporaries were not unusual and both Imran and Ranbir were not strangers to this. In

an exclusive chat with IndiaToday.in, Imran recalled his conversations with Ranbir during the time and said while various reports always pitted them against each other, they never bought into the 'ugliness' of it all.

Imran Khan said, "It's unfortunate. And it always leaves a very unpleasant aftertaste because that's never how I viewed it. From my conversations with Ranbir back then, I remember he never bought into that sort of thing, either. My recollection of him is

that he took the craft very seriously. He's a cinephile and he was also not engaging in that thing."

"This is just the spicy stuff that they like to talk about in the gossip magazines. I recall there were a couple of particularly ugly things that would come out. And we would always make it a point to kind of reach out and say, 'Hey, listen, aise aise hua hai [this has happened], are we cool?'"

Both Ranbir Kapoor and Imran Khan had even appeared on Koffee With Karan episode together during Season 3. Meanwhile, Imran Khan is currently developing two scripts, but is yet to sign any movie.

Imran Khan was last seen in the 2015 release, Katti Batti, with Kangana Ranaut.



A new song from Mr and Mrs Mahi is out, called Roya. A soft moving ballad, it has been composed, written and sung by the versatile Vishal Mishra. As one can gleam from the music video, the track appears in the movie when Janhvi Kapoor and Rajkumar Rao's relationship is experiencing some issues.

Speaking about the song and what truly makes it

special, Vishal Mishra said, "'Roya Jab Tu' is a comforting presence for the void in our hearts. It's that soulful companion that stays with you and heals your sorrows."

Mr and Mrs Mahi is being touted as a romantic drama, where cricket clashes with romance.

Filmmaker Karan Johar, who is bankrolling the film, had previously spoken about the movie

and said, "Some films are more than just stories. They are so much more than celluloid love. They talk to the viewer about dreams and how often people closest to us can come in the way of our dreams. Mr and Mrs Mahi is exceptionally close to our hearts."

Helmed by Sharan Sharma, Mr and Mrs Mahi will release in cinemas on May 31.

## Varun Tej, Manushi Chhillar-Starrer Air Shah Rukh Khan's Jawan Becomes First Film To Cross USD 16 Million At Box Office In UAE



The suspense will soon be over as the title for India's biggest Air Force action film will be unveiled tomorrow. The Hindi-Telugu film, also stars Manushi Chhillar as a radar officer. VT 13, inspired by true events, will take us through the biggest and the most deadly attacks witnessed by India and the victory of our Indian Air Force over their enemies by demonstrating strong courage to protect their country. The highly anticipated film is produced by Sony Pictures International Productions and Sandeep Mudda from Renaissance Pictures, co-produced by Nandakumar Abbineni and God Bless Entertainment and is written by Shakti Pratap Singh Hada, Aamir Khan and Siddharth Raj Kumar.

It's almost a month since Shah Rukh Khan's action-entertainer 'Jawan' has been released but its craze among the audience doesn't seem to settle down at any cost. One after the other, the film is creating new records at the Box Office not just in India but also across the world. Having set its strong feet in different parts of the world, 'Jawan' has now made a distinctive mark in the UAE market as well, as the film has emerged as the #1 Indian film in the Middle East with its phenomenal collection figures.

Talking about the same, Nelson D'Souza, Vice President International Distribution, said, 'Jawan' has been received



exceptionally well in international markets and continues to perform exceptionally well, becoming the first Indian film to cross USD 16 Million in the Middle East and emerging as the #1 Indian Film while raking in an outstanding 44.43 million in overseas till date.

There is nothing quite like this we have seen before and we are now looking forward to even more exciting times ahead with Dunki! - Nelson D'Souza, Vice President, International Distribution 'Jawan' is spreading its magic in the UAE market. The film has become the

first film to cross the whopping collection of USD 16 Million and has made it the #1 Indian film in the Middle East. Well, among many, this is indeed yet another example of its success and the unprecedented love that the film is receiving from the audience. Well, as we see, Jawan is constantly on the rise, it would be interesting to see how the film will create more records in the future.

'Jawan' is a Red Chillies Entertainment presentation directed by Atlee, produced by Gauri Khan, and co-produced by Gaurav Verma. The film was released worldwide in theaters on September 7th, 2023, in Hindi, Tamil, and Telugu.



# Enhancing the Eye Lashes

Shahnaz Husain



Across cultures and worldwide, eyes have always played a central role in defining beauty and allure. For centuries, people have sought to enhance the appearance of the eyes through the use of various pigments and colours. Eyelashes are the thickest hairs on our body. Nothing enhances eyes better than having long, lush lashes. Eyelashes enhance the natural beauty of the eyes by making eyes seem bigger and more alert. The upper eyelashes are arranged in five to six rows with approximately 90 to 150 lashes per eye, whereas lower eyelid lashes have between 75 to 80 lashes in four rows.

Healthy eyelashes can grow to around 12 millimetres and have a slight curvature. Like other hair on our bodies, eyelashes have a protective function. They trigger blinking when touched and serve as the first line of defence to delicate eyes. creating a barrier against environmental elements like wind, dust and rain. While the eye is open, eyelashes work almost like an air filter: stopping most airborne debris and dirt from reaching the delicate eye. When eyes are closed, lashes form an extra barrier against foreign irritants. Not everyone is blessed with long, thick lashes, but that doesn't mean that you can't get them; At night, use a cleansing gel and cotton wool to remove eye make-up gently. For upper lashes, put a cleanser on cotton wool and wrap it around your

index finger. Brush through the lashes from underneath. To remove mascara from the lower lashes, use a cotton bud with a little cleanser on it. To remove kajal from the lower lashes use a cotton bud that has a little cleaner on it. Also, clean the corners of the eyes with a cotton bud. Use very gentle movements on the lashes. Brush your lashes with an eyelash brush, so that they are not entangled. Heavy eye makeup, too much mascara and even

eyelash extensions can damage and lead to loss of lashes. If you have very thin or sparse eyelashes, it may become a problem and you may wonder how to encourage their growth. You can apply very little oil on the eyelashes, using a cotton bud. You may apply almond oil, coconut oil, or olive oil. Leave it on for 15 to 20 minutes and wipe off very gently with moist cotton wool. Do not go to sleep with oil on the

eyelashes, as this can lead to puffy eyes. Curry leaves are also said to help. Keep curry leaves in hot water and leave it to cool. Then make a paste of the curry leaves and apply to the lashes, again using a cotton bud. Apply very little and wash off with water after 15 minutes. You can also apply aloe vera gel. You can take the gel from the aloe vera growing in your house. The gel obtained from the plant itself is the leaf pulp and is found in the

inner portion of the leaves. First, wash the leaf well and observe total hygiene while extracting the gel. Apply a small amount of aloe vera gel on the eyelashes before bed and wash it off in the morning. Castor oil: Apply a small amount of castor oil on the eyelashes each night before bed and wash it off in the morning. Eyelid massage: Gently massage eyelids along the lash line. Nowadays new

eyelash serums is available, to help enhance the growth of natural eyelashes. It also improves the health and texture of sparse and brittle lashes. In serum form, it is easy to apply and includes a brush applicator. Follow the directions on the label. Mascara adds glamour and thickness to the eyelashes. But, mascara must be removed at night, along with the rest of your eye makeup. Roll-on mascara is easy to apply. You can apply the mascara both above and below the upper lashes. This gives a thicker look. Apply on the lower lashes too. Wait for a while and apply a second coat. Then brush out the lashes, with a small eyelash brush, otherwise, the lashes will stick together. The idea is to achieve a natural effect. You can apply a little powder on the eyelashes between

two coats of mascara, to make them look thicker. The latest in eye glamour is eyelash extensions. They are attached to natural eyelashes, one by one to make the lashes look thicker. A trained beautician has to attach them. It's up to you to decide how thick you want your lashes to be. The eyelash extensions may last for about 3 weeks to a month and then you will have to get them done again. The eyelash extensions are synthetic strands that are specially curved to look like natural eyelashes. If you apply mascara on eyelash extensions, use the water-based kind. You can also ask your doctor to prescribe supplements of Vitamin -- A Vitamin, Which encourages hair growth.

**The author is an international fame beauty expert and is called the Herbal Queen of India**

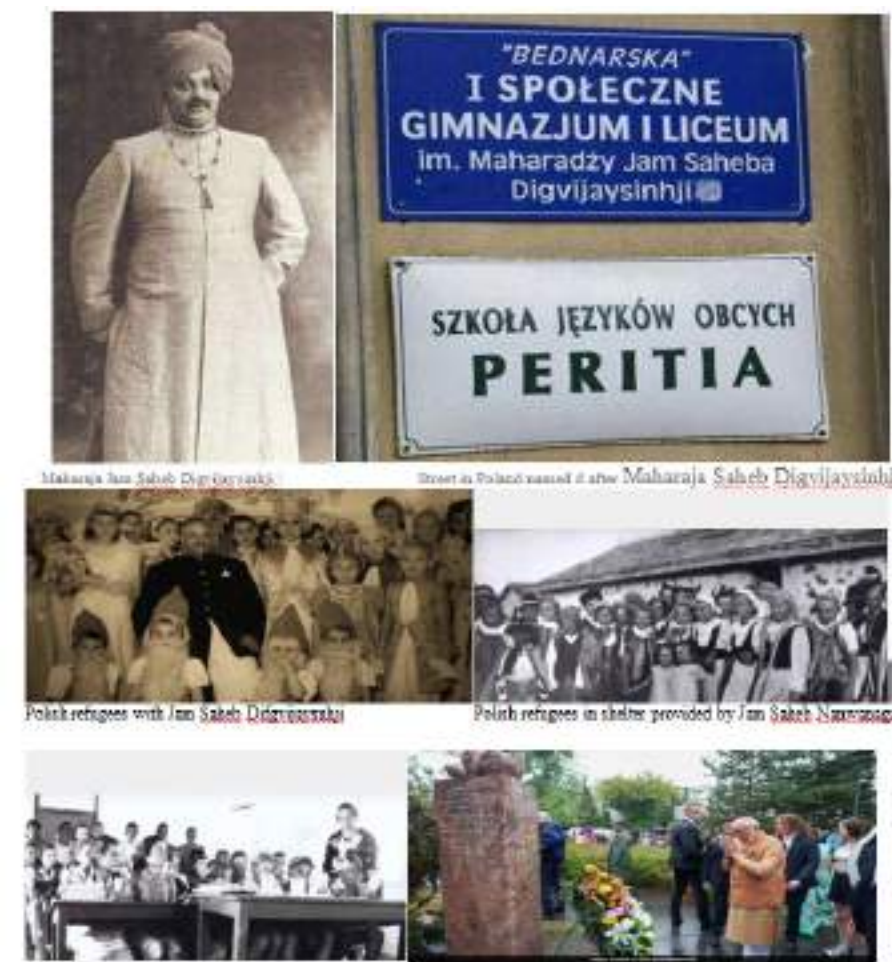
## Polish People fled during World War II; given shelter by Jam Saheb Digvijaysinji

Dr. Ravi Chaturvedi



India subscribes to the concept of 'VasudhaivaKutumbakam' (World in one family) whereby many religions coexist, and people live in unity and always stand by each other. Over the years, Parsis from Iran, after King Zahir Shah's exile in Afghanistan in recent times uprooted Indians uprooted by cynic dictator Idi Amin sought refuge in India. However, during the Second World War to escape the Nazi persecution Poles migrated to many; parts of the world. But there is not much publicized story of Polish migration to India remains in obscurity. Prime Minister Narendra Modi, who was recently on a two-day visit to Poland, paid tribute

to Jam Saheb of Nawanagar Memorial in Warsaw. The Prime Minister highlighted the humanitarian contribution of Jam Saheb Digvijaysinhji Ranjitsinhji Jadeja, who provided shelter and care to Polish children left homeless due to World War II. Jam Saheb is fondly remembered in Poland as Dobry Maharaja. The saga of Polish exploitation started before the World War II when large number of Poles were taken away to work at the Soviet-run labour camps by the Red Army in Siberia and elsewhere in the country. The German attack on the USSR in 1941, changed the political landscape and a year later, some Polish refugees were allowed to leave the Soviet Union. It set the stage for the great exodus of Poles from the cold parts of Siberia to warmer southern regions of Central Asia. The long and arduous journey



Polish People fled during World War II; given shelter by Jam Saheb Digvijaysinji

stretched over hundreds of kilometres. Many Poles lost their loved ones during migration owing to the cold, dehydration, hunger and malnutrition. The journey stretched across many lands and transit points and after being refused by many European and Asian countries for shelter, finally, some of them reached the port of

Bombay, where the British Governor also refused to let them enter. Jam Saheb had heard of the plight of the refugees, sought to help them and pressured the British government to allow the refugees to disembark. Frustrated by the lack of empathy and the unwillingness of the government to act, the Maharaja ordered the ship to dock at Rosi port

in his province. The plight of the Poles moved Jam Saheb who decided to give shelter to about 1,000 Polish adults and children when many countries turned them away. It was the commencement of the saga of Little Poland in India. After arriving in Gujarat in 1941, the Maharaja arranged for their stay at camps in Balachadi, a village in Jamnagar where

all amenities for their sustenance was made along with the arrangement for the education of the children and to keep the Polish culture and traditions alive. According to Polish sources, the Maharaja told the children, "You may not have your parents, but I am your father now." The children, in turn, called him "our Bapu" ("father"). These refugees stayed in Jamnagar for nine years, till World War II lasted. They were well-looked after by Jam Saheb who periodically personally visited the camps. After World War II, the refugees returned to Poland. However, many chose repatriation to the UK, the US, Australia and other Commonwealth nations while a few returned to Poland. The Maharaja took many personal risks to ensure that more than 640 women and children found a haven in Balachadi, Gujarat. For his noble human effort, The Maharaja Jam Saheb was awarded the

President's medal, Poland's highest honour and many roads and schools in the capital of Warsaw in Poland are named after Maharaja Jam Saheb Digvijaysinhji.

**TV & Radio Cricket Commentator C/O Manish Chaturvedi 50 Dubois Street, Stamford, CT -06905 USA**

**LETTER TO EDITOR**

Sir

At a time when we often hear about unwanted communal conflicts and clashes a beautiful ritual followed traditionally in the famous Payyanur Subramanya temple near Kannur in Kerala is worth mentioning as it beautifully portrays the bond of religious harmony. Every year at the beginning of harvest season when the temple gets ready for the harvest festival, sugar for the preparation of the nivedya (offering) is gifted by the koloth Muslim family. This ritual, old timers believe began hundreds of years ago and is being followed even now with great devotion, pomp and gaiety. The members of the Muslim family offer sugar pot ('panchasaara kalam') to the temple by way of a traditional ceremony and this is used in the preparation of the special 'payasam' or the Lord's offering which is later distributed as 'prasada' to the devotees. In turn the temple offers prasada, rice and coconuts to the donors. This ritual truly showcases our rich cultural heritage and unity among the people irrespective of caste, creed, religion and race.

**M Pradyu Kannur**



## Incidence of Stroke in Odisha Higher than National Average

AIIMS Bhubaneswar Neurology Department Caters to Over 500 Stroke Patients Every Month



**Bhubaneswar, (KCN):** The incidence of brain stroke has become an alarming health concern in India, with approximately 2,000 cases reported daily nationwide. A recent study published in The Lancet has revealed that the incidence of stroke in Odisha is higher than the national average, with nearly one in seven residents at risk. This growing health issue, which was previously seen mostly in older adults, is now affecting the younger population due to factors such as sedentary lifestyles, poor dietary

habits, rising stress levels, and an increasing prevalence of diabetes mellitus and hypertension. These concerns were highlighted during the Indian Association of Neurology (IAN) Stroke Subsection Midterm Conference, organized by the Department of Neurology, AIIMS Bhubaneswar. Themed "Code Stroke to Stroke Intervention," the conference featured in-depth discussions on early stroke identification, treatment

advancements, and the importance of stroke prevention. Esteemed neurologists from across the country participated in the event. AIIMS Bhubaneswar Executive Director, Dr. Ashutosh Biswas, stated that the Neurology Department at AIIMS Bhubaneswar handles over 500 stroke patients every month, offering comprehensive care that includes intravenous thrombolysis, mechanical thrombectomy, stroke neurosurgery, neurocritical care, and

advanced neuro-rehabilitation services. Among other dignitaries present at the conference were Dr. P R Mohapatra, Dean (Academics), and Dr. D K Parida, Medical Superintendent at AIIMS Bhubaneswar. Prominent speakers included Dr. Sunil K Narayan, Chairman of the IAN Stroke Subsection, Dr. Nirmal Surya, President of the Indian Stroke Association, Dr. Kameshwar Prasad, Dr. P Vijaya, and Dr. S

P Gorthi, who extensively discussed stroke management. A poster session on stroke was organized for resident doctors and faculty members. The event also witnessed the felicitation of Dr. RN Sahoo, a veteran neurologist, with the Lifetime Achievement Award for his dedicated service to mankind. The conference was coordinated by Dr. Sanjeev Kumar Bhoi, Head of Neurology at AIIMS Bhubaneswar, along with Dr. Menka Jha and Dr. Priyanka Samal.

## Revolutionizing Fat Loss: UBÊAU Advanced Aesthetics Launches Advanced FDA-Approved EMERALD™ Treatment for Non-Invasive Fat Reduction in Bhubaneswar

**Bhubaneswar, (KCN):** UBÊAU Advanced Aesthetics, a leading wellness, skincare and aesthetics clinic in Bhubaneswar, proudly announces the introduction of the EMERALD™, a groundbreaking non-invasive fat reduction technology. UBÊAU is the first in Odisha and among the pioneers in India to offer this FDA-cleared treatment, setting a new standard in wellness and body contouring. The EMERALD™ laser is the only FDA-approved technology for overall body circumference reduction in individuals with up to 40 BMI and for reducing the appearance of cellulite. Unlike traditional fat reduction methods that focus on eliminating fat cells, which can be ineffective and potentially counterproductive, the EMERALD™ utilizes harmless light energy at specific wavelengths to create temporary pores in fat cells, allowing fatty liquids to be naturally eliminated through the lymphatic system. The EMERALD™ trains fat



cells to release their contents and function like healthy, lean cells, improving overall hormone responses and preventing fat regeneration. This innovative approach

shrinks fat cells rather than destroying them, promoting a healthier cellular function without side effects. Dr. Sampada Sethia, Founder of UBÊAU, stated, "We are thrilled to bring the

EMERALD™ to our patients. This technology aligns perfectly with our mission to enhance health and wellness by empowering the body to naturally rejuvenate and restore itself." UBÊAU offers personalized treatment plans, with sessions scheduled one to two times per week over four to eight weeks, depending on individual needs. The painless procedure targets stubborn fat in areas such as the upper abdomen, waist, hips, and thighs, providing a natural alternative to fat reduction.

## IGP Kashmir chairs security & election review meeting in South Kashmir

**Srinagar (Aasif Malik):** In preparation for the upcoming Assembly Election, the Inspector General of Police Kashmir, Shri V.K. Birdi-IPS, conducted a security and election review meeting at Range Police Headquarters Anantnag. The meeting was attended by DIG SKR Anantnag Shri Javid Iqbal Matoo-IPS,

Commander Ist sector, DIG CRPF Awantipora/Anantnag, DIG BSF, DIG ITBP, all SSp of South Kashmir Range and other senior officers. The meeting aimed to review the overall security arrangements put in place in South Kashmir Range for the upcoming Phase-1 elections. DIG SKR Anantnag gave a detailed outline of the security arrangements, camping

locations for CAPF Coys, location of polling booths & strong rooms and the security measures undertaken in the districts of South Kashmir. The induction of CAPF Coys and the logistic arrangements made for CAPF Coys were also reviewed. Special focus was laid on route plan for induction/de-induction of poll parties, security of polling booths and strong rooms.

IGP Kashmir emphasized the need for close coordination with all the security agencies and directed that proactive measures may be taken to ensure smooth and peaceful conduct of electoral process. He also directed the officers to maintain close vigil on anti-national elements and also ensure safe and secure moment of security forces on National-Highways. IGP Kashmir also visited

## Selected Anganwadi Centres in West Bengal Spread Messages on Importance of Nutrition for Common Masses through Diet Rangolis, Cooking Shows

**Kolkata, (KCN):** Improving nutrition outcomes through strategies of Social & Behaviour Change Communication (SBCC) and Community Mobilisation is an important focus of Mission Poshan 2.0. And as the nationwide celebration dedicated to promoting nutrition awareness and driving

animal proteins. This apart, to increase the appetite of the growing children and young adolescent boys and girls, besides providing the importance of complementary feeding, cooking shows, demonstration of low cost nutritious recipes involving community are being arranged in certain Anganwadi Centres.

Meeting with community members for collective ownership and maintenance of this vatikas for common good is being discussed, thus involving the entire community in its care and regular supply of fruits is ensured for the ICDS beneficiaries. Other events organised included mothers' meeting at every



action towards building a healthier India commences, the seventh phase of Poshan Maah campaign this year focuses on critical themes like anemia prevention, growth monitoring, effective service through governance and technology, 'Poshan bhi Padhai bhi' and supplementary nutrition. In West Bengal, to boost the women of the community and enlighten them about the various means to add nutrition to them, young girls and children at many Anganwadi Centres adopted innovative means like preparing colourful Poshan Rangolis with cereals, pulses, vegetables and

The Anganwadi workers are also promoting Health and Hygiene measures through Hand Washing demonstration activity to ward off Diarrhoea or other related diseases at their own catchment areas.

The Mayureswar Integrated Child Development Scheme (ICDS) in Birbhum district of West Bengal is celebrating the occasion through Jan Andolan or mass participation involving all the stakeholders.

The celebration started with a plantation drive at all Anganwadi Centres of the project on July 31, 2024 involving Child Development Project Officers (CDPOs), ICDS Supervisors, Anganwadi workers and helpers, adolescent girls, mothers, Panchayati Raj members, local community and off course our very special children enrolled in the centre. Saplings of papaya, banana, guava which are being provided by The Office of the Block Development Officer, Mayureswar I Dev. Block are being planted at Poshan Vatikas or in nearby Government lands easily accessible to Anganwadi.

Anganwadi centre with mothers and expectant mothers, new father to be and primary caregiver at home on importance of diet of pregnant mothers, registration at the nearby health centres, antenatal and postnatal check ups, Pradhan Mantri Matru Vandana Yojana (PMVVY), sanitation and Hygiene etc. Measuring of children across all Anganwadi Centres to assess the Growth Monitoring of child are being held in all AWCs of the project and with help of Health functionaries specially RBSK team extensive health check up was done.

A project level orientation workshop was also held meanwhile, to train the Anganwadi workers on Community Management of SAM, IYCF and Growth Monitoring. A Community Based event celebrated as Supusti Divas coupled with Annaprashan Divas was also held providing specific message and initiation of complementary feeding of 6 month – 9 months children and spreading nutrition and health education knowledge to larger masses.

## Delhi University's Zoology Department celebrates Teachers Day in unique style

**New Delhi, (KCN):** Teachers are akin to guiding stars, illuminating the path for younger generations and dispelling the darkness with their wisdom. Their patience and commitment merit recognition. Teachers' Day is an ideal occasion to celebrate this honorable profession. In Indian culture, the guru-shishya (teacher-student) relationship is held in high regard. Teachers' Day on September 5 not only commemorates Dr. Sarvepalli Radhakrishnan's birth anniversary but also honors the tireless efforts of teachers. This day provides students with the opportunity to express

their gratitude while allowing teachers to reflect and foster a positive learning environment. When Dr. Radhakrishnan became President of India in 1962, his students proposed celebrating his birthday. However, he suggested dedicating the day to teachers, leading to the observance of Teachers' Day in India on September 5. Dr. Radhakrishnan, a distinguished scholar with a master's degree in philosophy, authored the influential book "The Philosophy of Rabindranath Tagore" in 1917. He served as

Vice-Chancellor of Andhra University from 1931 to 1936 and of Banaras Hindu University (BHU) in 1939, succeeding the founder Madan Mohan Malviya. Teachers' Day commemorates the birth anniversary of Dr. Sarvepalli Radhakrishnan, the first Vice-President and the second President of India, who was a distinguished philosopher and scholar. He was awarded the Bharat Ratna, India's highest civilian honor, in 1954, and received honorary membership in the British Royal Order of Merit in



Prof. Ravi Chaturvedi, Head, Zoology Department welcoming guests. Prof. Ravi Chaturvedi, Dr. Ravi Chaturvedi, Prof. K. Ratnabali on stage.



Curriculum committee, member receiving certificate. Dr. Ravi Chaturvedi addressing the audience.

1963. In celebration, the Department of Zoology at the University of Delhi organized a special function, led by Prof. Rina Chakravarty, to honor faculty members who developed a new Zoology curriculum aligned with the New National Education Policy. Prof. K. Ratnabali, Dean of Academic Activities & Projects, served as the chief guest, praising the curriculum committee's work in addressing contemporary educational challenges. Dr. Ravi Chaturvedi commended the pioneering efforts of the

Department's founder, Prof. M.L. Bhatia, whose research on Indian fauna enriched the Zoology curriculum, making it more relevant to Indian contexts. Prof. Bhatia's initiative in delegating various animal studies to professors across Indian universities resulted in a series of monographs that significantly enhanced Zoology education. Reflecting fondly, Dr. Chaturvedi credited his revered teachers with imparting knowledge that has benefited him in various aspects of life. The event concluded with the playing of the Delhi University anthem.



# Despite Bangla ban, Odisha set to relish hilsa during puja

**Bhubaneswar(KCN):** Good news for hilsa (Ilisi) lovers. Although Bangladesh played the spoilsport by banning export of Padma river hilsa (or Ilisi) with Durga Puja round the corner, back-to-back low pressures in the Bay of Bengal have driven shoals of the prized fish towards Odisha coast.

According to reports, commercial trawlers and individual fishermen on Balasore coast are netting huge quantity of hilsa these days. In

the backdrop of the Bangladesh ban, this has brought a smile on their faces as the bumper catch will help them reap maximum profit during the puja season. Hilsa which is known as the 'king of fish' is in great demand among fish lovers for its unique taste and flavour. The B a n g l a d e s h government is stated to have imposed the restrictions to ensure sufficient availability of the fish for residents in that country. Therefore, it

has directed its Commerce Ministry to stop export of hilsa to India. Sources said following the arrival of shoals of hilsa off Balasore coast, fishermen are risking their lives and venturing into deep sea. The low pressure-triggered rainfall, coupled with the cyclonic situation and f a v o u r a b l e temperature have been conducive for the migration of the fish to Odisha coast. As a result, large

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numbers of hilsa from Myanmar and Bangladesh coasts on the Bay of Bengal are migrating towards the river mouth near Balasore, and also Digha coasts in West Bengal.



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Sources said large quantity of hilsa are presently netted at Udayapur, Talasari, R a n s i n g h p u r, Kirtania, Choumukh, Dagra, Bahabapur, Kashaphal on Balasore coast as well as in Digha,

Shankarpur, Chandpur, Mandarmani, Junaput, Petua, Kakadweep, Sagar island, Namkhana in West Bengal and being auctioned at jetties of both the states. After auction, the stock is transported to

various towns in Odisha, as well as Kolkata and other places. Large size hilsa are also transported to many big cities across the country.

The state fisheries department has banned catching of hilsa fish below 300 gms, but trawler operators and fishermen are said to be defying the ban and sending the catch to the local markets for sale. Small hilsa fish weighing around 300 grams are being sold at anything between

Rs 300 to 400 in Balasore, Bhograi and Baliapal markets, while the fish weighing over 500 gms are sold for Rs 800-Rs 1000 a piece. Meanwhile, Fishery Officer (in-charge) Ananta Kumar Jena at Bhograi expressed concerns that fishermen using trawlers, mechanised boats and dinghies to catch fish in deep sea are risking their lives by not installing distress alert transmitter (DAT) on their vessels, and not wearing life jackets.

## Avian flu: Poultry farmers quarantined in Odisha's Kendrapara

**Kendrapara(KCN):** At least five poultry farmers were quarantined by the health department of the Odisha government Tuesday after avian flu-affected chickens were found in their poultry farms in Kendrapara district, an official said.

The avian flu outbreak in the poultry farms in Kendrapara district was confirmed on Sunday after samples collected from ten dead chickens in Andara and Balia Gram Panchayats under Derabish block tested positive for the disease. "We collected swab



samples from five poultry owners Tuesday and sent them to the Regional Medical Research Center (RMSS) in Bhubaneswar for testing. They were quarantined as a precautionary measure," Chief District Medical Officer (CDMO) Dr Anita

Patnaik said. The process of culling chickens in the district continues for the fourth day. "We have already culled around 10,000 chickens in the district. We advised people not to take chickens," said Additional District Veterinary Officer

(Disease Control), Kendrapara, Dr Mrutyunjay Mohanty. Meanwhile, the forest department has stepped up surveillance of birds in B h i t a r k a n i k a, Satabhaya, Hukitola and other major habitats. The avian species have already arrived in the water bodies and mangrove forest this monsoon season to lay eggs, said the Divisional Forest Officer of Rajnagar Wildlife (mangrove) Forest Division, Sudarshan Gopinath Yadav.

## FIH President Tayyab Ikram pays courtesy visit to Chief Minister Sri Mohan Charan Majhi



**Bhubaneswar, (KCN):** President of the International Hockey Federation (FIH), Mr. Tayyab Ikram, today met with Chief Minister Sri Mohan Charan Majhi and deliberated on the contribution of Odisha to global hockey and the collaborative efforts to further the hockey development in the state. The meeting focused on key initiatives to further develop the sport, the growth of infrastructure, and the hosting of upcoming international tournaments in

Odisha. Hockey India President Padmashree Dillip Tirkey, Hockey India Secretary General Sri Bholanath Singh, Principal Secretary Sports and Youth Services Department Sri Bhaskar Sharma were also present. Chief Minister Majhi expressed Odisha's deep appreciation for the FIH's unwavering support, particularly during marquee events like the Men's Hockey World Cup. "Odisha has emerged as a global hub for hockey, hosting prestigious tournaments. We are excited to host the

upcoming Pro League, and with your support, we hope to bring more world-class events to the state in the future," he remarked. Mr. Ikram lauded the efforts of the Odisha Government in promoting the sport and fostering hockey talent through grassroots programs. The meeting also touched upon future collaborations between FIH and the Government of Odisha. Both sides expressed a keen interest in athlete development, sports

science, and innovative practices that will benefit players and coaches alike. A special emphasis was placed on the promotion of women's hockey and empowering female athletes, both in Odisha and across India. Mr. Ikram reiterated FIH's commitment to working closely with Odisha to elevate the global stature of hockey, saying, "Together, FIH and Odisha can create significant benchmarks for the future of hockey development worldwide."




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

**Kolkata :** 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 transshipment 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 transshipment 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. Moreover, the scope of future development of trade facility by introduction of direct voyage serviced between SMP, Kolkata and China, planned vessel movement between SMP, Kolkata- Chittagong and Yangon port, introduction of Night-Navigation System, presence of extended allied service facilities at SMP, Kolkata in terms of CFS, strong presence of leading shipping lines, integrated road and rail transportation network and established custom facilities were also highlighted during the course of discussion with the delegates of Bangladesh to create a positive traction for the exporters of Bangladesh. Under the current market scenario, a cost comparative analysis was drawn to establish the fact that shipment of export cargo from Chittagong (Bangladesh) to SMP, Kolkata will be much economical for further shipping to other third countries instead of shipment through transshipment port like Colombo. A of 2-way plying of the vessels will reduce the overall cost of transportation enabling a win-win trade proposition for both the nations.

The presence of established IBP protocol route covering all the major ports of call of Bangladesh like Mongla, Narayanganj, Ashugunj 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.

## 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

sources. By incorporating these alternative fuels into its manufacturing process, Nuvoco is taking significant strides towards achieving its sustainability goals. Nuvoco has introduced AFR feeding into 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."

## 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, Bhubaneswar 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."

## Blenders Pride Fashion Nights arrives in Bhubaneswar

**Bhubaneswar :** Blenders Pride Fashion Nights, a unique travelling experiential property, arrived in the City of Temples – Bhubaneswar – celebrating the authentic spirit of the city through fashion and style. A spirit that echoes with Pride and inspires the creators of today to become icons of tomorrow. Bhubaneswar's 'Made of Artistic Flair' edition for Blenders Pride Fashion Nights, brought together an eclectic evening that blended fashion, culture and dance, celebrating a symbolic amalgamation of homegrown artistry and the unwavering spirit of local talent. Exemplifying the region's signature weave through a curated evening at the majestic Vivanta, Bhubaneswar, DC Square was Odia designer Sabyasachi Satpathy, whose intricately crafted ensembles drew inspiration from the multicultural city and its colourful history. In a true celebration of Odisha's distinct and masterful craftsmanship, the show was elevated with a captivating performance by the Prince Dance Group – from the small Odisha town of Berhampur – widely lauded for their artistry. The show drew to a finale with none other than actor Diana Penty, who captivated the audience in a beautiful ensemble by the designer. The "Made of Artistic Flair" edition of Blenders Pride Fashion Nights was a beautiful embodiment of the rich craft and cultural heritage of the city in a modern and contemporary setting.

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

## 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.

## 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." Students across India will benefit from this program as it does not restrict to just an area of the population. The program will be conducted for 1 hour and mainly educate the students on demystifying the jargons, 3I's – types of Income; Inflation and its impact, types of Investment; 3S – Start early- Power of Compounding, Spread wide, Stay long etc.



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