

Odisha: District collectors alerted on heatwave, day shelters suggested for homeless

BHUBANESWAR: Odisha special relief commissioner (SRC) Wednesday asked all district collectors to take precautionary measures to tackle the heat wave conditions and water scarcity in the state and open shelters for the homeless and disadvantaged people. The SRC's instructions came in the wake of the India Meteorological Department (IMD) warning of heatwave conditions in some Odisha districts later this week. He said that all efforts should be made to ensure that there are no human casualties due to the heat wave condition.

If any information on it is received or a news report is published in the media, it should be immediately enquired into and its veracity should be promptly reported to the commissioner's office. The IMD in its mid-day bulletin said the maximum temperature is very likely to rise further gradually by two or three degrees during the next two days in many places in the districts of Odisha due to northwesterly and westerly dry air and high solar insolation. "The day temperature is likely to be more than 40 degrees and is likely to be above normal by three to five degrees Celsius at a few places over the districts



of Odisha during the next four days..People are advised to take precautionary measures while going outside during the day time between 11 am to 3 pm," it said. On Wednesday Jharsuguda in western Odisha recorded 38.6 degrees c at 11.30 am and

Bhubaneswar 38 degrees. The SRC, Satyabrata Sahu in his communication to the district collectors said the heat wave trend will continue for some more days and asked all district connectors to remain vigilant and take appropriate

precautionary measures in view of the present situation. Urban shelters, community buildings, and other public buildings in urban and rural areas may be used as day shelters for the homeless and needy people, he said in the letter.

Separate arrangements may be made for men and women in these shelters, where safe drinking water and ORS sachets may be arranged for them. Besides, public awareness campaigns should be carried out and leaflets containing the do's and don'ts should be distributed to protect the people and their livestock from the heat wave condition. "The district administration is required to take advanced steps to identify the water scarcity pockets and prepare an action plan for ensuring the supply of water for drinking and other uses through tankers to those areas.

Reports of water scarcity are to be responded to immediately," the letter read. The SRC also directed the district authorities to store sufficient stocks of life-saving medicines, saline, and ORS in the dispensaries, PHCs, CHCs, and in the subdivisions or district headquarters hospitals. "Special arrangements may be made and separate wards/beds earmarked for treatment of heat stroke patients in different hospitals. The ESI dispensaries may be directed to treat the general public," he said. Drinking water kiosks are required to be opened by urban local bodies and gram panchayats at

marketplaces, bus stands, and other congregation points. The construction and repair of shallow vats must be ensured for roaming livestock, the SRC said. He stressed taking extra care to ensure the availability of drinking water in educational institutions and academic/technical institutions. Besides, sufficient quantities of ORS should be kept in them and given to the students and staff whenever required. "Schools may also be advised to allocate some time during school hours to give heat wave precautionary tips to the students," the SRC added.

Sand Mafias Axe Youth To Death For Opposing Illegal Transportation From Ib River Bed

Sundargarh(KCN): A youth was axed to death today by two sand mafias for opposing illegal transportation of the minor mineral from Ib River bed near Dajmahula village of Karamdih panchayat under Sundargarh Sadar police limits in this district, following a verbal spat. According to a police source, Sonu and one of his friends had gone to the river in the morning to take bath. They saw that sand was being loaded on two tractors at an illegal quarry for transportation. Sonu opposed the illegal act and warned the vehicle drivers asking the latter not to

do so. This triggered an altercation with the drivers, who later left the spot sans tractors and informed the owners of the vehicles about it. Irked by the incident, the owners named Durgamadhav Ekka and Trilochan Sa indulged in a brawl with Sonu. Things turned ugly when, in a fit of rage, the mafia duo attacked Sonu with an axe leading to his untimely death. The mafias fled from the spot soon after committing the crime. The friend of Sonu informed the deceased's family about the fatal mishap. Sonu's family with the help of some locals rescued him from a pool of blood in

critical condition and the youth was initially rushed to Sundargarh district headquarters hospital (DHH) for treatment. Later, Sonu was shifted to Veer Surendra Sai Institute of Medical Sciences and Research (VIMSAR) in Burla, where doctors declared him 'brought dead'. Acting on an FIR, Sadar police have registered a case in this connection and launched a probe. Sonu had past enmity with Durgamadhav and Trilochan over the illegal quarrying of sand. Sonu earlier attacked Durgamadhav a few months ago, the senior police official stated.

Naveen Patnaik 3rd richest CM in country, Andhra CM tops list with Rs 510 cr assets

Bhubaneswar(KCN): Odisha Chief Minister Naveen Patnaik is the third richest among the chief ministers in the country with total movable and immovable assets of Rs 63 crore. As per the Association for Democratic Reforms (ADR) report, Andhra Pradesh Chief Minister YS Jagan Mohan Reddy tops the list with total assets to the tune of Rs 510 crore. Arunachal Pradesh Chief Minister Pema Khandu is the second richest CM in the country with a total asset of 163 crore. As per the ADR report, out of the all 30 Chief Ministers analysed from State Assemblies and Union Territories, 13 (43%) Chief Ministers have declared criminal cases against themselves. The Biju Janata Dal (BJD) of Odisha is the second richest regional political party in India, revealed the Association for Democratic Reforms (ADR) in its earlier report. DMK is the richest in the country. The BJD has the second-highest income of Rs 307.288 crore which is 25.33 per cent of the total income of all the parties analysed, marginally behind DMK which has the highest income at Rs 318.745 crore. The TRS reported its income at Rs 218.112 crore or 17.98% of the total income.

Highway For Holy Cave

Katra: Union Minister Road Transport & Highways Nitin Gadkari today said 110 km long Amarnath Marg—leading to the holy Amarnath cave in Pahalgam will be built at a cost of around Rs 5300 crore for the convenience of the pilgrims going to Shri Amarnath Shrine. He said that the Inter Modal Station (IMS) to be established in Katra will be a world class state of the art project constructed to improve travelling experience of the pilgrims visiting Shri Mata Vaishno Devi shrine. Shri Gadkari said this while interacting with media at Shri Mata Vaishno Devi Spiritual Growth Centre, Katra. During interaction with Media, Shri Gadkari said, developmental works worth Rs 1,30,000 crore are being taken up



by MoRTH in J&K and since 2014, around 500 km of road network has been completed in the region. 41 significant tunnels are being constructed in J&K and Ladakh at a cost of Rs 45,000 crore, 18 ropeways worth Rs 5,000 crore will be constructed in the UT, Shri Gadkari informed. The Minister also informed that for the journey between Jammu and Srinagar three corridors worth Rs 35,000 crores are being constructed, which will reduce the earlier

distance of 320 kms by 70 kms and time travel will be reduced from ten hours to four to five hours. Shri Gadkari said, with the development of state of the art road network across the country through every state and UT, the Kashmir to Kanyakumari will no longer be a dream for the people of India. Dr. Jitendra Singh who was also present during the media interaction said, the Banihal Ramban Highway stretch will become the hub of lavender cultivation giving rise to Agri-tech Start-ups. The others present during the interaction were Dr. V K Singh, MoS MoRTH, Lieutenant Governor J&K, Shri Manoj Sinha and Secretary MoRTH, Alka Upadhyay.

State Export To Dip

Bhubaneswar(KCN): Odisha is going to witness a negative growth in its merchandise exports during the financial year 2022-23 in comparison to 2021-22. This was indicated by Director General Foreign Trade (DGFT) Santosh Sarangi in the side-line of a workshop on the Export Conclave held here on Wednesday. The Conclave was jointly organised by the Department of MSME in association with the Director, EPM and Federation of Indian Export

Organization (FIEO) here. Odisha has registered merchandise exports worth Rs 1.34 lakh crore during the financial year 2021-22. However, the figures are not encouraging when compared to the national export figure of Rs 32 lakh crore, said Shri Sarangi. And, this year, the total merchandise exports from India reached at Rs 36 lakh crore. We have not compiled the state-wise export figure for the year 2022-23. But, the export figure of Odisha during 2022-23 will witness a short fall due to levy of export duty

on metals and steels in the last year, Shri Sarangi said. Metallurgical, mineral and marine products are in the top position in export to foreign countries from Odisha, he said. Value added products on aluminium, food and marine sectors have huge export potential in Odisha, the DG said, adding, at present Gujarat, Tamil Nadu and Maharashtra states alone contribute to over 50 per cent of total export from India. In Odisha, aluminium sector is the highest exporter of 700 million US dollars followed by steel products and then



minerals and marine products of 500 million dollars export, he pointed out. While speaking at the conclave, DGFT Shri Sarangi said about 10 to 12 years ago, the total export from India was around 300 billion dollar, but, in 2021-22, the country has exported goods worth 450 billion dollars which includes IT and other service sector exports. Similarly, during the

last financial year of 2022-23, the export figure crossed 750 billion US dollars, he said. While the export in the global market grew by 28 per cent during the year 2016-22, India has witnessed a growth of 74 per cent during the time period. From this figure, one can imagine the export potential of our country, he added. Shri Sarangi said the Director General Foreign Trade (DGFT) Office has taken a lot of steps to enhance the export from India. He said District Export Promotion Committees have been

set up in 557 districts under the chairmanship of concerned district Collectors while steps are being taken to form such committees in other districts. The districts have prepared District Export Promotion Plans. To enhance the export from India, Prime Minister Narendra Modi has asked all Missions in foreign countries to promote trade, tourism and technology, Shri Sarangi informed. The DGFT, which was acting as an authority for export and import in India, has changed its role and now it is

acting as a facilitating agency for the exporters, the DGFT said. Odisha has huge export potential in the mineral and metallurgical sectors. Besides, the marine sector has also a good potential for export, Shri Sarangi said, adding, "At present, Odisha is exporting about 1/10th of the marine export of Andhra Pradesh." There is a need to build a robust ecosystem and supply chain to record a good growth in export from Odisha, he added.

One's death is a report card

Dwit David Philip

Bapa, It's not your report card
It's mine,
What you will report to Lord
'Me is true or false,'
Give a chance,
I will prove myself, again once.

You are the one you knew me,
Weaknesses and strength I was rolling with.

You had the Devine journey
I am in sin,

I have forgotten,
That you have taught,
Who will remind me,
My memories are thin.

Love you darling,
Your are sweet,
Today I see, what I had hated within.

A garden is waiting that you desire,
A heaven is waiting that you aspired,
Wish you you heavenly abode that you deserve.

My name is
DWIT DAVID PHILIP
That you had given.

Did you say any day,
I am what ?
Yes, I am not that, what you want.

Social worker
Chaibasha Jharkhand India
9437104303



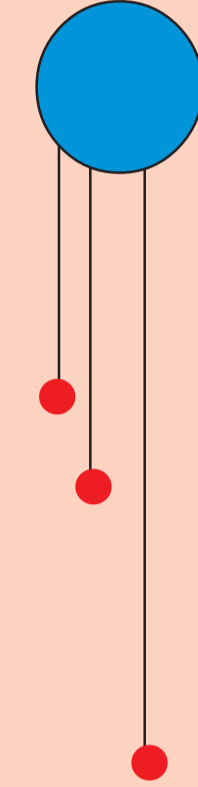
Pride

Shreeta sikruti kuanr

I lost my pride
On the vengeance of my tongue tip
Rattled in disbelief
Colourless, and nonexistent
I divide my bones
Into new and death
Merging shallow and depth
I crave
For the dalliance in orange blue wrecks

Forgiven unforgotten, calender dates
I preach to the sun's eye
To ask about the moon for the last time
Broken unremembered
I lose my pride again
As ash on a windy night
No reminder
No clue
I live in her crest
For the thousandth time
In search of a canvas and a clay
I reach out for myself
Beyond her plans
Pass away, on my deathbed

I lose, she wins
Like a race of cat and a mouse
I end, eaten by her sins.



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“
In the middle
of every
difficulty lies
opportunity.
”

- Albert Einstein -

Outcome of Effort is like a Diamond

Mr. Sadyant Satapathy



Once upon a time there was a fisherman who always goes to the river to bring fishes and sell it in the market. He was having only one son who was very lazy and never agrees to do hard work. One day suddenly the fisherman suffered in fever and he cannot go to caught fishes from the river. Then fisherman told his son to go the river and bring fishes. But his son not agreed to go and bring fishes

from river. After some days, his fish shop was closed and the fisherman was very sad & poor. He always asked his son to bring fishes from river and sell it in the market. But ignorance of words of father by the son, the family income decreased. Hence, the family members of the fisherman had no food to eat. So day drank water every day and slept. Since the fisherman became

ill for long days, the family stayed hungry after the day fisherman was ill. One day the fisherman planned how to send his son to river to catch and bring fishes. Then the family can survive. At the next day morning when his son has not awaked then Fisherman went outside and collect circle shaped stones. After came to his home, he painted the stone with shining blue colored paint and he told something to



his wife. At that time his son awaked and listen the discussion of his parent's talk that his father said that I found this diamond inside of a fish stomach. There can be many more fishes in the river which might have such diamonds inside their stomach. Now, his son became ready to go to river to catch the fishes. He caught more fishes than his father. The son checked the fishes one by one but no diamond found from the fishes. He sold all the fishes and got rupees six thousand on that day. Retuned back to his family the son of fisherman told his father that I caught many fishes but no diamond got. The fisherman said to his son that my child, you expensed of your earnings for my treatment, family subsistence etc. Today's your income rupees six thousand is like a diamond for us. So remember that every effort should have an outcome like a diamond. His son understood the meaning of the conversation of his parents and went to river regularly and brought fishes. Sold it and earn money. The family of fisherman lived happily. In some days the fisherman become well and both the father and son worked together and income more.

Class-V
Mother's Public School, Puri

Bithoor, Uttar Pradesh

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

Bithoor got its name after a series of changes. Utpalaranya forest is believed to be the site of Brahma's Ashwamedha Yajna (A nail of one of the horses used in the Yajna is believed to have been preserved at the site and stands as a testament to the ancient legend). The temple (one of the few shrines devoted to Lord Brahma in India) also has a Shivaling named Brahmeshwar Mahadeva that is believed to have been established by Brahma. After completion of the yajna, the same forest was given the name of Brahmavart Ghat (the seat of Brahma), which the locals later started calling Bithoor. The first humans, Manu and Shatarupa are also believed to have been created in the Brahmavart Ghat. Later, Bithoor flourished under the reign of emperor Utanpad. His son Prince Dhruva (who grew up to be a saint) was a great devotee of Lord Brahma. It is said that Dhruva meditated on one foot to appease Lord Brahma. Delighted with his dedication and devotion, Lord Brahma appeared before him and granted him the boon of immortality and Dhruva became a shining star in the galaxy. The star Dhruva Taara is named after him. Moreover, Dhruva Teela (Dhruva's Hill) still stands in Bithoor as an evidence to the penance performed by Dhruva.



Bithoor is considered to be a prominent religious place because of its association with the ancient text, Ramayana. The town houses the Valmiki Ashram. It is believed that sage Valmiki composed the Ramayana in this ashram. Goddess Sita took refuge in Valmiki Ashram during her exile and gave birth to Luv and Kush. A place inside the Valmiki Ashram is known as Luv-Kush Janmsthal. It is said that Luv-Kush received their education from Valmiki at this spot. The ashram also consists of Sita Rasoi, which is believed to be Goddess Sita's kitchen during her exile. Another site, Sita Patal Pravesh, is the site where she decided to unite with mother Earth. Additionally, Lord Hanuman is believed to have stayed in Valmiki Ashram while searching for the whereabouts of Luv, Kush and Goddess Sita. Therefore, Valmiki Ashram has immense religious significance. In the 18th century Maharaja Tikait Rai Bahadur, Diwan of Awadh built a bathing structure of red stone in Bithoor, which is known as Patthar Ghat. This ancient structure stands on the banks of the river Ganga and houses a temple devoted to Lord Shiva, in which the Shivaling is made from the Kasauti Stone. During the British Raj, Bithoor used to be a part of Cawnpore (today known as Kanpur) district in the United Provinces. It played a significant part in the First War of Independence of 1857. Rani Laxmi Bai, a freedom fighter spent her childhood in Bithoor. The Siege of Cawnpore (5th - 25th June 1857) is said to have started in Bithoor near the premises of Bithoor Fort. Nana Saheb



(adopted son of Maratha Peshwa Baji Rao II) was banished to Bithoor after which Bithoor Fort became the headquarters for planning the fight against the British. Prominent freedom fighters such as Rani Laxmi Bai, Nana Saheb, Ram Chandra Pandurang and Tatya Tope started the revolt against the British in Bithoor. The actions of the force led by Nana Saheb resulted in the killing of over 300 British men, women and children during the Siege of Cawnpore. General Havelock captured Bithoor on July 19, 1857. Bithoor Fort, ghats and temples were set on fire by the British officials in which Mainawati, Nana Saheb's 14-year-old daughter was also burnt to death. To commemorate the memory of Mainawati, the State Government named a road Mainawati Marg in Kanpur. Around 25,000 men, women and children of Bithoor were killed by the British to spread terror and their bodies were found hanging on the trees of the town. Bithoor is remembered as a place where a large number of people were mercilessly killed for revolting against the British empire. At present, what remains of the Bithoor Fort is only ruins. All Souls' Church (25 kilometers from Bithoor) was built in the year 1875 to honour British officials who were killed during the Siege of Cawnpore. The church premise also has a Memorial Well erected to mourn the lives of the British women and children who lost their lives in the Battle of Bithoor. The state government has now established a memorial park,

Nana Saheb Smarak. It consists of a museum, a gallery containing historical relics from the colonial period like Royal Orders, coins, stamps and other antiques. It also has statues of Nana Saheb, Rani Laxmi Bai, Tatya Tope and other freedom fighters who started the Siege of Cawnpore. It is believed that the park has old banyan trees on which were hung the residents of Bithoor after British officials ordered mass hangings after the siege of Cawnpore. Those historic trees have been preserved as a testimony to the struggle of the people of Bithoor against the British. According to a legend, before renouncing his titles and going to Nepal, Nana Saheb threw his jewels in a well. The well is now located in the Nana Saheb Smarak. The whereabouts of the jewels are still not known. The descendants of Maratha Peshwas (Nana Saheb and his generals) still reside in Bithoor and its adjoining areas. The Maratha names of those who reside in Bithoor include Tope, Moghe, Taknikar, Sapre, Hardekar, Sehajwalkar, Athwalle and Pinge. The descendants hoist the tricolour on every Independence Day (since 1947) at the spot where Nana Saheb used to formulate policies with his generals. Bithoor commemorates important events from various time frames of the history of India. It is a testimony to the experiences, struggles and memories of people from ancient, medieval and modern India.

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Kartik Aaryan, Vidya Balan Spotted Together, Fans Demand 'Manjulika-Rooh Baba' Union In Bhool Bhulaiyaa 3

India's young superstar Kartik Aaryan is one of the most celebrated actors in the nation today. With every film releasing, his fan following is growing massive every single day. The superstar whose film 'Bhool Bhulaiyaa 2' set the bar high for the year 2022 is to date one of the most loved and cherished films. And his character Rooh Baba has a separate fan following amongst kids and adults.

Recently, Kartik Aaryan was spotted relishing a warm moment with Vidya Balan and the internet went berserk after their interaction. Comments flooded the post requesting the 'OG' Manjulika to unite with 'Rooh Baba' for Bhool Bhulaiyaa 3. A fan wrote, "Imagine them in Bhool Bhulaiyaa 3 and How Bigger the franchise will become."

Another wrote, "Kartik Aaryan is so lucky..he met The finest actress of industry Ms. Vidya Balan." A fan writes "Wen Junior Monjolika meets Senior Monjolika." A user writes "Haha bhool bhulaiyaa 3 me in dono ko hi cast kiya jaye." Another writes "Manjulikas." Meanwhile, on the work front, Kartik Aaryan has an interesting lineup of films like 'Satyaprem Ki Katha', 'Aashiqui 3', and Kabir Khan's untitled next among a few other unannounced ones.



'Jhoothi' Shraddha Kapoor Interacts With Fans on Instagram as They Catch her Lying

Shraddha Kapoor aka 'Tu Jhoothi Main Makkaar', Shraddha Kapoor seems to be fully drenched in her character of Jhoothi from the film. While everyone just can't resist their excitement to watch her playing a Jhoothi in the film, this Sunday morning Shraddha treated her fans with a pretty picture and was seen interacting with the fans while she made them engage with her character of Jhoothi in a

fun manner in the comment. Taking to her social media, on Sunday, Shraddha Kapoor posted pictures from her latest photoshoot on Instagram with a caption that confused many of her followers, she wrote jokingly, "It's Monday! Let's slay today." After Shraddha dropped the post, The fun and witty conversation between Shraddha being a Jhoothi and her fans was seen in the comment section. While Shraddha

can be seen fully in her character with her comments, it led to a fun conversation with her fans, many of her followers flooded the comments with compliments. One user wrote, "Uff ye Adaa." Another commented, "Cuteness overload." Some even dropped heart and fire emoticons. Tu Jhoothi Main Makkaar is directed by Luv Ranjan, produced by Luv Films' Luv Ranjan and Ankur Garg, and presented by T-Series'



Gulshan Kumar and Bhusan Kumar. It is all set to have a festive release worldwide in cinemas on Holi, 8th March 2023.

Jennifer Aniston And David Schwimmer Let 'Feelings Play Out' During 'Friends' Filming



They could've been each other's Lobsters! 'Friends' stars Jennifer Aniston and David Schwimmer are the Hollywood couple everyone would have loved to have seen hook up off-screen. However, despite the 'Friends' stars' apparent crushing on each other, it just never materialised - and instead they "let their feelings play out" on screen, reports 'Mirror.co.uk'. That's the thoughts of Jennifer, 54, who has further opened up on the pair's relationship in the 1990s. They both confessed that they could have made a go of things if circumstances were different, but the timing just never fit.

'Mirror.co.uk' further states that, while chatting on 'Live with Kelly and Ryan', Jennifer discussed her crush on David, who played on-screen on-off lover Ross Geller. Hosts Kelly Ripa and Ryan Seacrest asked the actress how she dealt with her feelings at the time. She responded: "We just let it play out on TV". And when Seacrest further probed on the subject, he asked if the pair's first kiss was ever caught on camera. "Yes," was the response, before she gushed "it was quite enjoyable actually" after Ripa asked if it was weird. Jennifer and David were fresh-faced stars when the world watched as their on-off relationship evolve over the seasons.

Jackie Shroff Joins Rajinikanth's 'Jailer', Shares Intense First Look Poster



Actor Jackie Shroff shared his look from the upcoming film 'Jailer' on Sunday. Taking to Instagram, Jackie posted the look with the caption, "Repost from @sunpictures, Jackie Shroff from the sets of #Jailer." In the frame, Jackie's face is half covered with a torn scarf. Jackie's rugged look intrigued his fans and followers. Jackie's wife and Ayesha Shroff and daughter Shroff posted fire emojis on his post. Starring Rajinikanth in the lead role, this movie also includes stars like Ramya Krishnan, Priyanka Arul Mohan and Shiva Rajkumar and Tamannaah Bhatia. The 'Lingaa' actor has teamed up with filmmaker Nelson Dilipkumar for this project. In the poster, Rajinikanth was seen wearing off-white shirt and khaki trousers. He was also seen keeping his hands at the back and a full-sleeved off-white shirt. Turning 66 this year, Jackie will be next seen in 'Baap' alongside Sunny Deol, Sanjay Dutt, Jackie Shroff and Mithun Chakraborty.

Pepsi Announces 'KGF' Star Yash as Their Brand Ambassador, Rocky Bhai adds Another Feather to his cap!

The way Yash has redefined the statement of stardom with the super success of 'KGF 2' in the post-pandemic era is truly exemplary. The success of the film not only introduced the audience to a new cinema but it has also given them a new superstar to look up to that resulting in filling up the theaters with a huge crowd of audience. But of course, as it's a long time now since the film has been released, the audience surely has very less of him on the big screen which has resulted in rising curiosity to watch him in the films. However, the Rocking star also couldn't stay apart from his fans for a long while he certainly made an appearance in a television commercial as a brand ambassador. Superstar Yash has recently come on board with Pepsi for a commercial as he has been announced as their Pan India brand ambassador. The superstar has himself taken this to his social media, to bring this news to his fans. Yash has certainly shot a commercial for Pepsi



and must say there couldn't be any big reason for his fans to celebrate. It is indeed a treat for Yash's fans who are eagerly

looking forward to watching him on the screen after 'KGF 2'. Be it creating a trend in the market with his style in the film to taking the Kannada industry on the world map, Yash holds all the credit to create examples of success that no one has done before. The superstar today enjoys a fan base all across the nation and on the global front as well who adore him also for the trends, he started for having the perfect beard and being dressed as a perfect gentleman always well suited. No doubt, his sheer belief in making films for the fans that appeal to the larger audience, is a base that has made him what he is today. Moreover, the success of 'KGF 2' broke several records at the national and international box office, yes, the man behind all this is Yash.

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Can we Promote our "Manikapatna Curd" the "Budha Rice" Way.



Dr. Gyana Ranjan Mishra, M.V.Sc. (Veterinary & A.H. Extension)

Since the independence of our country we've been voicing our concerns for the production and management aspect of the livestock farmers and small businesses related to livestock product and produce. As a result at present we are number one in the world in milk production, third in egg production and eighth in meat production. But still it remains a fact that we are far behind so far as marketing of livestock products are concerned. The government is doing whatever is possible in its parts to give our livestock farmers a good and profitable market but still many often it was observed that the interference of middleman and the marketing strategies adopted by the multi national companies are paralyzing the progress of small livestock farmers and at the end of the day the Indian farmers and Indian small businesses related to livestock product and produce are struggling to market their products at a lucrative price even after 75 years of independence. Widening now the question hear it is interesting to note that, when so much potential is there in livestock sector in India why aren't we able to leverage it. When we analyse various reasons involved in marketing of livestock products, three major factors are responsible for this. The first problem being our livestock farmers lack the resources and logistics to access the hot markets (both national and international), the second one being, the lack of awareness about the high demand of Indian livestock products and byproducts in the national and international markets for example, even if there is a lot of demand for an easy to digest low fat low calorie fermented cold beverages like Lassi in Europe, unless the Lassi seller in India knows about the market in Europe he will never be able to capture it and lastly we have some miscellaneous and unique problems for different individual livestock products and byproducts like we do not have the technology to achieve low cost production, livestock products are highly perishable, unless we enhance

their self life we can't tap the foreign market, many of our livestock products and byproducts are not able to meet the international quality standards, and many of them need subsidies and consultation to achieve huge scale production to meet the steady flow of international demand. To understand the real issue of marketing of agricultural produce in general and livestock products and byproducts in particular we have to understand the existing problems in the Indian market and what can be done about it. We all know that India is a country where their a lot of diversity is there in terms of geography, culture, tradition, religion, community, food habits ect but very few of us actually understand the same diversity in Indian from a capitalistic standpoint. To make the point clear, if you look at Dubai their government had spend billions of rupees in a span of few decades and turned a desert into a tourist hotspot with hotels, amusement parks, aqua venture parks, underwater zoos and even a ski slope with six thousand tons of snow inside a freaking desert and they have done such an incredible job that as of 2022 while India had 17.91 million tourists Dubai which is such a small country had about 16.73 million tourists. Now one can realize whatever Dubai had spend in billions for their tourism industry, for us we have already have it for free at a scale that even a trillion dollar budget cannot get you. We have mountains, valleys, greenery, desert, beaches and what not and yet we are nowhere among the leading tourist destinations in the world similarly we have such a vast catalog of healthy nutritious traditional livestock products like Lassi, Khoya, Peda, Chhenapoda and many more but even then the market of these beverages and sweet dishes in the International space is close to nothing in fact if you look at Lassi versus Coca Cola one is extremely healthy and economical and the other is extremely unhealthy and costly and yet we do not have anything as big as the marketing chain of Coke for selling Lassis around the world and considering the upcoming health revolution where Coke and Chocolates and others are going down our Indian beverages and sweets have a billion dollar market just waiting to be tapped. Similarly we

have so many types of traditional dairy products like Peda, Chhenapoda, khoya, kheer, and countless other traditional products that are export worthy but even then neither the producers of these products nor we the users have any clue about its potential and at the same time we keep complaining about our import export gap. To understand the concept clearly easily, take the case of Kalanamak rice, it's a naturally scented rice with countless health benefits, it contains a compound called anthocyanin which is anti-inflammatory, antioxidant and has anti-cancer properties too. Besides that it is naturally gluten-free, is rich in protein, iron, vitamin, calcium, magnesium, and natural fiber this makes it a wonderful product for weight loss and to it is known to be a natural detoxifier and its consumption helps in prevention of ailments such as diabetes, Alzheimer's and even hypertension. Now the question is in spite of this miraculous product being grown in your own country how many of us actually knew about kalanamak rice, very few. But this product has a huge market in countries like the US, New Zealand, Australia and even UK but until 2018 except a few the farmers were not even willing to grow kalanamak rice in India and even if they did, it was very difficult for them to market it. This is where the intervention of government of Utter Pradesh (UP) comes into play and what happened in the next three years was an example for others. As per the records in some areas the number of farmers growing Kalanamak rice suddenly went from 15-20 numbers to 750-800, farmers and the area of this rice cultivation in Siddharth nagar district of UP alone has gone up from 2,805 hectares in 2019 to 5,000 hectares in 2020 to almost 10,000 hectares in 2022 and the best part is that the farmer's income has increased by manifolds as the wholesale price of Kalanamak rice has increased from 40 rupees per kg in 2018 to 90 rupees per kg in 2020 to 135 rupees per kg in 2021 and now it is being exported to Western countries. Now the point how did Kalanamak rice suddenly become such a phenomenal success in just four years and what did the government of UP did so special to popularise Kalanamak rice in national and

international market. The first thing that the government did was they identify the right markets and linked the farmers to market their products in the right way, for example the term Kalanamak rice might be familiar to the people of that locality where it was being produced but for the people outside of India and for that matter even people in other parts of India who don't understand Hindi for them Kalanamak rice is not a very marketable name, so under the guidance of the government it was rebranded as "Budha rice" and it was presented to Buddhist monks in order to promote it in Buddhist countries and this includes countries like Korea, China, Japan, Vietnam, Cambodia and Myanmar. There is also a strong reason for branding this product as Budha rice because among the masses there is a believe that Lord Buddha broke his fast with a pudding made of the same rice. In order to improve production and productivity of Kalanamak rice, the government assisted the farmers by supplying high yielding varieties of seeds improved farm machineries, integrated nutrient and pest management techniques, processing and post harvest equipments. For upgrading the skill of the farmers and to make them aware about the latest technology a number of training programmes, exposure visits, farm schools are being organised at the farmers level by the government. The government further assist the farmers by organising special festivals and fairs to give market access to the farmers in collaboration with the export promotion department of the state. This kind of festival and fair brought farmers and buyers on the same platform and created an business ecosystem where the farmers could understand the market and the buyers could understand the product. Going one step further UP government is now looking to e-commerce platforms like Amazon and Flipkart to further expand its market. In fact in 2020, Flipkart signed an MOU with the UP government and is now actively engaged in breaking the entry barriers (to the online market) for the farmers by extending time-bound incubation support which also includes benefits in the form of onboarding free cataloging, marketing, account management, business insights and warehouse using. Finally the government is now coming up with an innovative approach called CFC (common facility center), this center will provide all the finance, skill development, storage, processing, grading, packaging and barcoding in single window format. So in summary marketing and branding to achieve lucrative market rate, human resource development and logistics support to optimize production, festivals and fair to give access to the untapped but high potential markets combined with e-commerce platform to reach mass audience and government subsidies turned into a phenomenal success for Kalanamak rice. Now the government of UP is planning to host International expose through the Indian MPCs so that these businesses can take their products to the other side of the globe. Like Kalanamak rice in agriculture we have a number of traditional Indian dairy products which have got a tremendous marketing potential which needs to be tapped through branding and proper marketing strategy. Manika patna curd or Chilika curd is one such fermented dairy product traditionally prepared by the ethnic community living in and around Manikapatna region, from the milk produced by Chilka buffalo. Manikapatna is an archeological site located on the sea coast in Brahmagiri block of Puri district in the state of Odisha in eastern India. Varieties of fermented milk products are produced and consumed throughout our country, however, majority of them uses cow milk as substrate. In Manikapatna curd on the other hand, milk of Chilka buffalo is the main substrates which makes its taste and consistency unique. Another peculiarity is that here instead of using standard starter culture, back slopping techniques of freshly boiled milk is used for fermentation of milk which makes the Manikapatna curd free from pathogens. The probiotic properties of indigenous microorganisms isolated from the Manikapatna curd have been reported by many researchers. Probiotic milk products can have several health promoting benefits

to reduction of fat, sugar, microbial content and other parameters related to health and well being. In this regard the method of preparation of Manika patna curd needs to be standardized and nutritional content should be modified as per the national/international health standards. Training programmes, farm schools, exposure visit must be organised to teach the farmers about standard method of preparation. Farmers must be made aware about the quality control and nutritional safety of the product so also quality packaging and preservation of the product. Its marketing potential needs to be promoted. In order to have a mass appeal and universal acceptance we may think of presenting this product with an alternate name (with consultation with the producers and all the stake holders) and branding and advertisement may carried out accordingly. The marketing potential can be further enhanced by organising special festivals and fairs where producers, sellers and buyers can interact closely. We can think of promoting this product as a health drink or nutritional supplement to school children in mid day meal programme. Its marketing at national and international platform can be done by orientation of more restaurants in important cities both within India and abroad. Ultimately we can give this product a huge market through e-commerce platform. The entire world is inescapably caught in the web of globalization. The vast market potential abroad has to be tapped. Attractive packaging and display, increased shelf-life, better microbiological safety will go a long way in enhancing the popularity of Manika Patna Curd. With brands such as The Bombay Sweet Shop, Arq, and Khoya reinventing Indian desserts, maybe it is time that Manika Patna has its moment. That would be one way of making sure that our rich food culture, its stories live on and get the appreciation and recognition it deserves. Product and market both are useless unless there is a product-market ecosystem in and around the producers, sellers and buyers. Sometimes the product may have a lot of potential and also has a big big market but unless the producers and sellers are given access to these markets those products will be worthless and it may so happen otherway that sometimes even though you have a great product it might just need a better name and a better story to resonate with your buyers. The way they had narrated incase of Kalanamak rice which is a term alien to many became an iconic product for a huge market just because it got named as Buddha rice. The question is, why can't we give our Manika Patna curd a huge market which has the blessings of lord Jagannath (as per mythology) with a beautiful name, proper branding and marketing strategy.

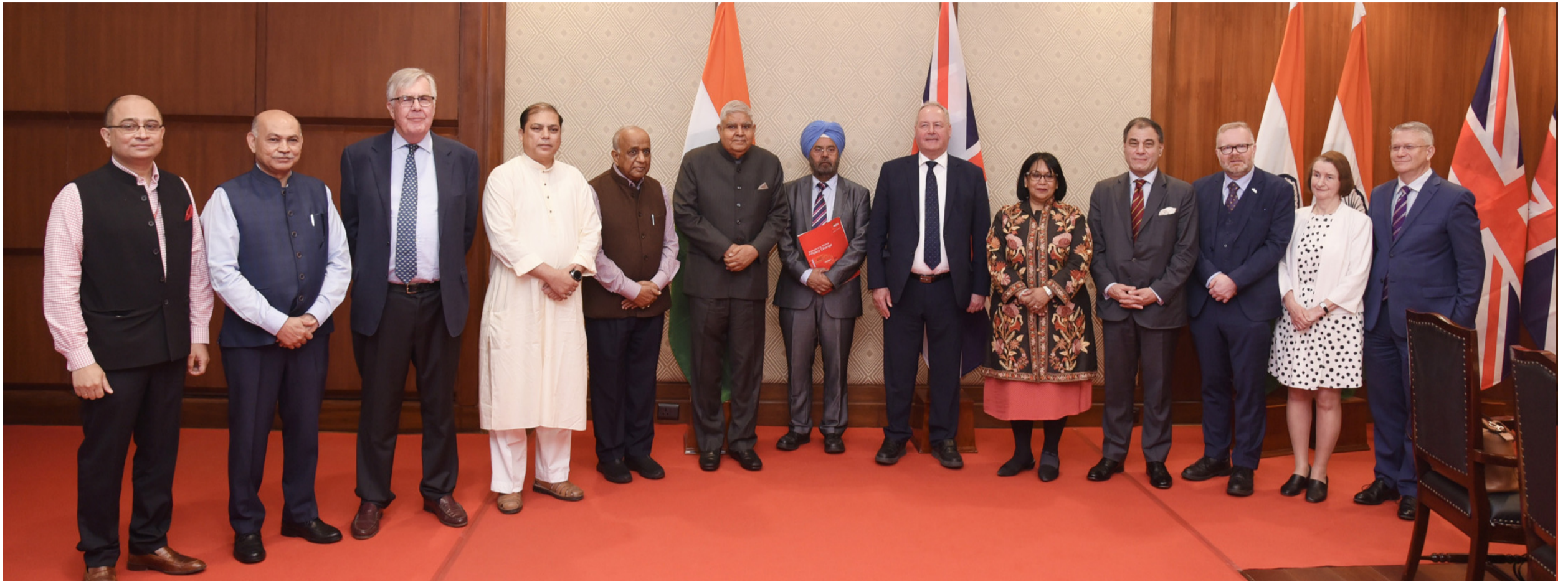
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Letter To Editor

Sir, Hotchpotch list

Publicizing its first list of 189 campaigners for the Karnataka Assembly choices the BJP contended as numerous as 52 new campaigners and retained 90 sitting MLAs including 11 from the Congress and JDS who crossed over in 2019 to help it wrest power from the coalition. In all, the first list has 8 women, 32 OBC candidates, 30 from SC communities, and 16 from ST communities. Profession and education-wise, it has 9 doctors, 5 advocates, 3 academics, and 31 postgraduates appears to be hotchpotch. However not even a single ticket given to Muslim candidate clearly indicates BJP is against Muslims. The BJP veteran MLAs who have been dropped from the list include Ramadas, Raghupathy Bhat Anil Benake, S Angara from Sullia, rebel MLA Anand Singh, Halady Srinivas Shetty Laxman Savadi, Eshwarappa, Jagadish Goolihatti Shekar seems to be a shocking.

VijayKumar H K Raichur, Karnataka



A Parliamentary Delegation from UK, co-led by Baroness Verma & Lord Karan Bilimoria called on the Vice President & Chairman Rajya Sabha, Shri Jagdeep Dhankhar at Parliament House, in New Delhi

Press Club to Collect Information Shinde-Led Shiv Sena Will Contest Elections In Goa, Says Party Leader

Warangal (KCN): press club committee has decided to collect comprehensive information of members who are members of greater warangal press club. A Press Club Committee meeting was held at the Press Club office on Wednesday. The press club committee unveiled the information documents designed to gather comprehensive information of the press club members. Speaking on this occasion, Press Club President Vemula Nagaraju said that the Press Club Committee has unanimously decided to collect the complete information of the members who are



members of the Greater Warangal Press Club. With the aim of providing transparent welfare and development results to the members, all the personal, family and job details of the members. He said that he is collecting tin. He suggested that the members should submit all their news in the press club till 20th of this month.

Information documents will be received from members from 10 am to 2 pm. He said that everyone has provided information that information documents are available in the press club. The member's photo, family members' photos, xerox copies of Aadhaar cards, press club original identity card, xerox copies of

identification card issued by the working organization and xerox copies of accreditation cards should be attached to the information document, he said. After giving information, Chani made it clear that welfare and development benefits will not be given to the members. Press Club General Secretary

Bollarapu Sadaiah Treasurer Bolla Amar, Vice Presidents Gokarapu Shyam, Bodigeshrinugoud, Kodipellidurgaprasad, Allamrajesh Verma, Joint Secretaries Sampeta Sudhakargoud Peddapalli Varaprasad, Valisharety S u d h a k a r , B o o r l a N a r e n d r P o d i c h e t t i Vishnuvardhan, were present in the progra EC members Veeragoni Harishgoud Janagani Anjaneyulugoud, M D . N a y i m p a s h a , Gundoboina Dilip Kumargoud Kandukuri Sanjeev, Nannapaneni Bharat Kumar, d. Srikanth Manchala Raju, k. venugopal Balavari Vijay Raj participated.

Panaji: A senior leader of Maharashtra Chief Minister Eknath Shinde-led Shiv Sena on Tuesday said his party will contest elections in Goa and soon launch an outreach campaign in the BJP-ruled coastal state. Talking to reporters here, Shiv Sena leader Anandrao Adsul said in the party, which is in power in Maharashtra in an alliance with the BJP, needs to work at grassroots level to win elections in Goa. The former Lok Sabha MP said the undivided Shiv Sena had contested elections in Goa in the past, but they were fought without conviction. "The Shiv Sena will contest the next elections in Goa with conviction



and make a fresh beginning. The people of Goa should be convinced this party is here to work for them. We need to create impact on the minds of the people," Mr Adsul said. He said many local leaders have evinced interest in joining the Shinde-led party, which was allotted the Shiv Sena name and the 'bow and arrow' poll symbol by the Election Commission in February.

Mr Adsul alleged Shiv Sena (Uddhav Balasaheb Thackeray) Raja Sabha MP Sanjay Raut and others who were named in-charge of party affairs in Goa in the past used to get influenced by monetary considerations while giving poll tickets to candidates in the state. Mr Raut did not respond to messages seeking his comments on Adsul's claim till late Tuesday night.

AIIMS Bhubaneswar signs MoU with IIT Bhubaneswar on Artificial Intelligence (AI)

Bhubaneswar (KCN): To integrate Medical Science with Technology for providing a better and more equipped health care service, in a first of its kind effort two premier institutes from Ministry of Health and Ministry of Education AIIMS Bhubaneswar and IIT Bhubaneswar have signed a Memorandum of Understanding (MoU) to promote academic and research collaboration in various areas of health and technology. Both the Institutes have agreed to extend collaboration in advancing research for public health applications like early diagnosis of disease and outbreaks, Artificial Intelligence and data analytics, Biomedical engineering and technology, Disease prediction modelling, Digital health, development of tools, equipment's and strategies for diagnostic and therapeutic use. AIIMS Bhubaneswar Executive Director Dr. Ashutosh Biswas and IIT Bhubaneswar Director Shreepad Karmalkar signed the MoU yesterday evening at AIIMS. This endeavour will aid in finding solutions to the current challenges in the public health and patient treatment in the region. Application of cutting-



edge technology into health care will have immense translational value in diagnosis and treatment of diseases, said AIIMS Bhubaneswar Executive Director Dr. Ashutosh Biswas. The collaboration will focus on application of Artificial Intelligence with relation to various health disorders, Material development, App development, Wearable sensor development, Image based diagnostics, AI & Data Sciences enabled Smart health monitoring system, and Early warning systems among others, added Dr. Biswas. Hon'ble Union Health Minister Dr. Mansukh Mandviya has always encouraged such tie-ups to excel the health care delivery to the people. AIIMS Bhubaneswar Executive Director Dr. Biswas has extended gratitude to

Union Health Minister and Union Education Minister Dharmendra Pradhan for the support to make this MoU a successful one. IIT Bhubaneswar Director Shreepad Karmalkar has said that several faculties of IIT Bhubaneswar and AIIMS have been looking at possible mutual partnerships for some time. The societal effect of these two institutions in Odisha and throughout the nation will increase as a result of this MoU, which will combine all of these efforts and give them a powerful boost. We thank Education Minister Dharmendra Pradhan ji for encouraging the creation of this MoU. We shall now endeavour to ensure that this MoU produces concrete results, added IIT Bhubaneswar Director. The Institutes will also

focus on dedicated laboratory development. An advanced research Centre called "Center for Biomedical Engineering and Technology" which will largely include biomedical signal processing, advanced characterization, detector fabrication for imaging, additive manufacturing for designed materials, bio tracker and biosensor development for mental health care, is also planned under this collaboration. In addition, both the Institutes have agreed to facilitate Faculty and Student exchange programmes and reorientation/training courses that will bring academic excellence in their respective fields. The Institutes also agreed to develop and offer joint academic programmes involving technology and healthcare as well as academic credit sharing mechanism.

Both the Institutes will focus on dedicated facility development and explore the use of advanced medical equipment for Artificial Intelligence enabled patient care services. This will provide Joint Academic Programmes that include short summer courses for MBBS and BTech Students. Also, research dissertation and Thesis work for Doctoral (PHD/ MTech) Students. Patenting, product development, technology transfer, and Industry collaboration are other aspects that this collaboration will address. It will create research motivation among students using high end technology. It will also promote our PM's visionary Make in India movement through novel product development, entrepreneurship and industry partnership. Prof Yogesh K Chawla, Chairman Standing Academic Committee, AIIMS Bhubaneswar, Medical Superintendent Dr. DK Parida, Associate Dean (Research) Dr Bhagirathi Dwivedi, Dr Anupam Dey HoD, General Medicine, Bramhadeo, Prof Dinakar Pasla, Prof P K Sahu, Prof Bramha Deo, Prof S R Samantray, Prof T V Satyam from IIT Bhubaneswar and AIIMS Bhubaneswar DDA(I/c) Rasmi Ranjan Sathy were present on the occasion.

NTPC Ramagundam distributes sewing machines



Peddapalli: NTPC Ramagundam under CSR-CD distributed 120 sewing machines to 7 divisions covering 17 project affected villages in the vicinity of Ramagundam at the Employee Development Centre on Wednesday. Distributing the sewing machines, Ramagundam legislator Korukanti Chander MLA Ramagundam appreciated the efforts of CSR-CD and acknowledged the constant support provided by NTPC Ramagundam in strengthening the

skills and providing income generation facilities to promote self-empowerment of women from nearby villages. Speaking on the occasion, Executive Director & Ramagundam & Telangana). Sunil Kumar said, "CSR is vital for a power generating company like NTPC. While NTPC firmly believes that communities located in the vicinity of its projects are important partners/stakeholders, NTPC as a responsible neighbour builds

strong partnerships with them through a slew of well-conceived community development intervention programmes." One of the beneficiaries expressed her gratitude to NTPC Ramagundam for providing her with a sewing machine, which would enable her to earn a livelihood. CGM, Telangana Project Prasanjit Pal, and other GMs, AGM-HR Bijoy Kumar Sikdar, members of Union and association and other Officials of HR were present.

CS On OSOU Care

Bhubaneswar: Holding a high-level meeting on functioning of Odisha State Open University (OSOU), Chief Secretary Pradeep Kumar Jena on Tuesday asked concerned officials to give emphasis on entrepreneur development courses in the University. Shri Jena held the meeting here at Lok Seva Bhavan regarding the creation and recruitment of faculty and staff posts in Odisha Open State University. Development Commissioner Anu Garg, Higher Education Principal Secretary Bishnupada Sethi, University Vice Chancellor, Ark

Kumar Dasmohapatra, University Registrar, Manas Ranjan Pujari, Additional Secretary Finance, Shantanu Kumar Sahu and Higher Education Special Secretary Birendra Korkora attended the meeting. According to Odisha State Open University Act-2014, the institute was set up at Sambalpur and in 2019, necessary amendments were made to this law and it has become a leading educational institution in the field of distance education. Now, there are 90 study centers under the OSOU while 5 regional centers have been established in Balasore, Bhubaneswar, Sambalpur, Berhampur



and Jeypore.

According to the University Grants Commission (UGC) Regulations-2020, steps are taken to create and fill up the required posts of teachers (professors) and staff in the university. The Chief Secretary examined the proposal submitted by the

university to the Higher Education Department in this regard. The University has Schools of Social Sciences and Humanities, School of Business and Management and School of Computer and Information Science, under which, Political Science,

Odia, History, Economics, English, Psychology, Commerce, BBA and Cyber Security etc. courses are being offered. There is a proposal for introduction of MBA and Post Graduate in Computer Science courses in the

institute. Now more than 50,000 students from different districts are enrolled and studying in this open university. In this context, the Chief Secretary has advised the university authorities to include Odisha's heritage, culture, art etc. in the history

curriculum. Similarly, he emphasized to include courses related to employment-oriented entrepreneurship development. Similarly, government grants and creation of corpus funds etc. were discussed for the development of the university. After working as a police constable for 16 years, Lambodar Pradhan of Subarnapur district, joined OSOU and now he is a teacher at Shriram Degree College of Dunguripali block. During the meeting, the CS and DC appreciated the

success of Lambodar and expressed that it has inspired other students studying in Odisha State Open University. It is to be noted that Pradhan started his service career as a police constable on 22nd December 2002 and after 16 years, studied at OSOU, he successfully joined as a lecturer after clearing the NET exam. Similarly, this year, Arupananda Raut, Laxminarayan Majhi, Prabhati Dhal, Debashish Das, Sanjukta Mohanty, Anita Behera and Sujata Sethi from this university have qualified NET and obtained junior research fellowships.

Odisha Police Cracks OMDC Staff Murder Case

Barbil: Police cracked the sensational murder case of Orissa Minerals Development Company (OMDC) staff Dusasan Barik in Barbil. Although the preliminary investigation indicated that the OMDC employee was killed over property dispute, the police investigation revealed that contract killers, who had received money from Dusasan Barik to eliminate the latter's nephew (sister's son), shot him dead near Damu Hutting under Barbil police limits late on April 7 night. During the probe, Barbil police arrested three accused persons including property broker identified as Sahadat Khan (26), who was associate of the deceased. Two others accused were Md Raza alias Nihal Khan (29), the contract killer who



had supplied the pistols, and Shah Rukh Khan (26). All are from the Barakat Nagar area. Another accused person identified as Warish Khan is still at large. According to reports, the relationship between Dusasan and his sister was not cordial for which the former was not able to sell his property. Sahadat Khan, who was the close associate of Dusasan,

had assured the latter to resolve the issue. The duo plotted to kill Dusasan's nephew for which they hired contract killers for Rs 5 lakh. "The date and venue were fixed for the murder and Dusasan made a deal to give advance amount of Rs 2 lakh. As per their plan, the property broker Sahadat called Dusasan late on April 7 night.

While Dusasan had already paid Rs 40,000 in advance, he was to pay remaining advance money on the fateful night. As Dusasan failed to pay the rest amount, reacting to it the contract killers, who were in inebriated state, opened firing at the former," the Barbil police IIC Pramodini Sahu in a press meet. She said that the absconding accused will be nabbed very soon in the case.

Admin starts process for development of Madhu Babu's birthplace in Odisha


CUTTACK: The district administration has started the process of acquiring property of Utkal Gaurav Madhusudan Das for the development of his birthplace at Satyabhamapur. As per the instruction of ST secretary VK Pandian, a meeting was held under the chairmanship of RDC Suresh Kumar Dalai on Monday where different plans were sketched for all-round development of Madhu Babu's birthplace. Collector Bhabani Shankar Chayani, CDA chairman Anil Samal and Tangi-Salepur legislator Prasant Behera held a discussion with office bearers of Kasturba Gandhi National Memorial Trust (KGNMT) and Madhusmriti Parisada over handing over of



Madhu Babu's property to the state government for development of his birthplace. The administration has assured provisioning land and construction of a building for shifting an orphanage and maternity centre which have been running from Madhu Babu's ancestral house. The administration will acquire land for widening of the road

from the entrance of Satyabhamapur to Madhu Babu's ancestral house. Apart from setting up a facility centre and parking place, light and sound show in the existing museum on the premises of Madhu Babu's birthplace and exhibition of documentary film on the great son of the soil, there will be provision for battery-run vehicles

for tourists. The proposed development plan and project prepared by architect of Odisha Bridge Construction Corporation Akhay Kumar Beuria, was discussed in the meeting. Pandian had recently visited the birthplace of Madhu Babu and instructed officials to prepare a plan which will be presented to the chief minister for approval by April 15.



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'UnserHaus' by BSH Home Appliances - Kolkata's new luxury address

Bhubaneswar: BSH Home Appliances Group, one of the world's leading home appliances companies today launched its first 'UnserHaus' in Kolkata. This is BSH's only experience center in India to house all its three brands - Bosch, Siemens and Gaggenau under one roof. Located at Salt Lake city's Advntz Infinity @ 5, this new experience center is all set to welcome customers as well as Kolkata's strong architecture & design community. The company already has two other stores in Kolkata - a multi-channel Bosch & Siemens Brand Store in Dhakuria and a Bosch Studio in Shakespeare Sarani. UnserHaus is the German name for "Our House". It is a place where comfort, convenience, inspiration,

and memories reside in every corner. The philosophy and core ethos of BSH's UnserHaus are focused on building long-lasting trust with all customers & business partners. Keeping this in mind, the space is designed to ensure that all visitors feel at home when they visit, helping them experience the products as if they were in their own house.

Commenting on the launch of UnserHaus, Kolkata, Neeraj Bahl, MD & CEO, BSH Home Appliances (India & SAARC) said, "Kolkata is one of our high performing markets and we're thrilled to further expand our presence here by opening doors to our 101st retail space*. The new-age Indian consumer continues to look for offline experiences especially in

the home and cooking category and we're glad to offer this state-of-the-art, practical space where buyers can get a first-hand experience of our innovation-fueled appliances across all three brands Bosch, Siemens and Gaggenau. This is our sixth experience center in India and the only one to house all our three brands. We look forward to continued growth momentum in the city and we're confident that this space will also boost our presence in key neighboring cities as well."

*The company now has six experience centers across Mumbai, Delhi, Bangalore, Chennai and Kolkata, and an India-wide retail network of 95 brand shops (80 brand stores for Bosch and 15 brand stores for Siemens).

Y20 Meet at KIIT: Parliamentarians, Envoys and Tech Czars To Address High-Profile Event

Bhubaneswar: The city would witness one of the largest gatherings of parliamentarians, envoys and corporate leaders from several countries at the KIIT DU campus this week to attend the Youth 20 Consultations being held under the aegis of G20.

Former US Senator from North Carolina Robert Pittenger, Foreign Policy Advisor, Bundestag (German Federal Parliament), Germany) Dr. Andreas Jahn, Member of Parliament, UK Virendra Sharma and Ms. Vanessa Adrienne Espinosa Aguirre, Cultural & Education Affairs, Mexico would be among the lawmakers from 20 nations to attend the Y20.

Yulia Klymenko, the Parliamentarian from

Ukraine is also slated to attend the conclave beginning on April 14 along with Member of Parliament from Poland Dr. Krzysztof Gawkowski, Minister of Trade and Industry, Sierra Leone Hindolo Tennison Sandy, Member of Parliament, Switzerland Niklaus Samuel Gugger and Member of Parliament, Armenia Tsovinar Vardanyan.

The inaugural session will be addressed by Union Rural Development and Panchayati Raj Minister Giriraj Singh. Minister of State for Consumer Affairs, Food and Public Distribution and Environment, Forest and Climate Change Ashwini Kumar Choubey and Minister of State for

Home, Sports and Youth Services, Odisha Tusharkanti Behera will also attended the inaugural session.

The high-profile visit by the dignitaries to the KIIT campus demonstrates the University's achievement in the education sphere and nurturing the dreams of youths as future change makers. The Y20 Consultation will see more than 10,000 youths from India and G20 nations raise awareness on important global issues, exchange of ideas, innovative thoughts, argue the established constructs, negotiate and reach a consensus. The deliberations at the meeting will be forth before the G20 meeting being held later this year under the Chairmanship of

Indian Prime Minister Narendra Modi.

The University has been entrusted by the Ministry of Youth Affairs and Sports and the Ministry of Skill Development and Entrepreneurship to host Y20 Consultation on the theme 'Future of Work: Industry 4.0, Innovation & 21st Century Skills' and G20 Janbhagidari events on the theme 'Making Tech-enabled Learning more Inclusive, Qualitative and Collaborative' respectively under the overall framework of the G20.

"The Consultation will motivate the youth to provide valuable insights on global challenges as well as play a significant role in transforming the trends of global order," said the Founder of KIIT and KISS Dr Achyuta Samanta.

Aside from the policymakers, heads from well-known tech companies will also address the two-day meeting. They include the CEO of Cognizant Technology Solutions Corp Ravi Kumar and Senior Director of Oracle Corporation, San Francisco Sambit Nanda. President of The George Washington University Prof. Mark S. Wrighton will also share his views at the event. Director, Artificial Intelligence and Aerospace Lab, Toronto Metropolitan University, Canada Dr. Krishna Dev Kumar and Sr Vice President and Global Head - Delivery & Operation at Tech Mahindra, Hyderabad Basanta Kumar Mishra will be there as well.

Godrej Appliances offers wide range of home appliances and enhanced shopping experience to consumers

Bhubaneswar: Godrej & Boyce, the flagship company of the Godrej Group announced that its business Godrej Appliances plans to strengthen its presence and expand its network of exclusive brand outlets further, inaugurating its first store in Chandol, Kendrapara district in the state of Odisha, India. This will be the brand's 26th exclusive outlet in Odisha under Bhubaneswar branch.

Towards strengthening the supply chain and creating a next-level experience for customers in Kendrapara, Godrej Appliances has launched its exclusive brand outlet - called Godrej

Inspire Hub spread over 1200 sqft, strategically located on the Chandol main road, in collaboration with its channel partner Jagannath Electronics.

Convenience and comfort are primacies for consumers today. This is evident from the gradual increase in demand for premium products, even in tier II and tier III cities. Moreover, with the pandemic in the backdrop, appliances have emerged as a necessity in every Indian home.

EBOs solidify Godrej Appliances' already extensive network across the country, fulfill the premium product requirement of its

customers and most importantly give them a much wider display to choose from thus enhancing their purchase experience. The brand currently has 120+ exclusive outlets across the country and aims to have 140+ EBOs by this financial year.

Speaking on the occasion of the launch, Sanjeev Jain, National Sales Head - Godrej Appliances said, "We have always endeavored to be as close to our customers as possible. We believe our Exclusive Brand Outlets will give even greater value to our loyal customers. With our exclusive showroom, we have the opportunity to

showcase our entire range of best-in-class appliances at a single location. Odisha is an important market for us and we look forward to delighting our customers with the best shopping experience."

Adding further, Sanjay Kumar Behera, Owner of Jagannath Electronics said, "We are extremely delighted to have partnered with Godrej Appliances, which is a highly respected and trusted brand. We are sure that our outlet will prove to be a great destination for the discerning customers of Chandol through its unique offerings from Godrej Appliances."

The exclusive brand outlet will display the

entire range of Godrej appliances including refrigerators, washing machines, air conditioners, dishwashers, air coolers, deep freezers, microwave ovens, thermoelectric technology-powered Godrej Qube and UV-C technology-based Godrej Viroshield. To top it, there are inaugural assured gifts on purchase of select models for customers. Consumers will also be able to avail one-year free extended warranty on select models and one year of product insurance, exclusively, at every Godrej Appliances' exclusive brand outlet. The brand also provides priority after-sales service to every Godrej exclusive store customer.

Annual General Meeting of Vitesco Technologies

Regensburg: Vitesco Technologies, a leading international developer and manufacturer of cutting-edge drive systems for sustainable mobility, held its first Annual General Meeting (AGM) today. The AGM was held virtually due to the continuing COVID-19 pandemic.

In separate votes, the shareholders formally approved the actions of all the Executive Board members during their term of office in the 2021 financial year. The actions of all members of the Supervisory Board in office in 2021 were also approved for their respective terms. "We are delighted to have received this vote of confidence from the Annual General

Meeting. We regard this outcome as a clear mandate to continue the successful collaboration and positioning of Vitesco Technologies as a supplier of sustainable drive solutions with a clear goal," said CEO Andreas Wolf.

All current members of the Supervisory Board representing the shareholders who were up for election were re-elected to office. The members of the Supervisory Board who represent the employees will be elected separately. A complete list of all Supervisory Board members and the results of the voting at the AGM are available on the Vitesco Technologies website under 'Annual General Meeting'.

LV Prasad Eye Institute Organizes a Retinoblastoma Awareness Walk

Bhubaneswar: L V Prasad Eye Institute's Mithu Tuls Chanrai Campus in Bhubaneswar organized a Retinoblastoma Awareness Walk on 8th May 2022. This walk is part of the 'Whitathon' event organized by LV Prasad Eye Institute across its campuses in Bhubaneswar, Hyderabad, Visakhapatnam and

Vijayawada. Celebrity actor, Mr Sabyasachi Mishra, will be flagging off the walk.

Whitathon is L V Prasad Eye Institute's annual cause-related event focusing on raising awareness and funds for early diagnosis and treatment of Retinoblastoma - a Life and Vision-threatening Eye Cancer in Children. One of the most common

symptoms of Retinoblastoma is White Reflex (white glow) in a child's eye. Through this walk, LVPEI aims to raise awareness among the public that if they spot a 'White Reflex' in a child's eye, it could be a sign of eye cancer that needs immediate medical intervention. Hence, the event is named 'Whitathon'. Dr Devjyoti Tripathy,

Ocular Oncologist, Mithu Tuls Chanrai Campus, Bhubaneswar, L V Prasad Eye Institute said, "Our aim is to raise awareness about early detection and treatment of retinoblastoma eye cancer in children. No child should die of eye cancer because of lack of awareness and treatment. We extend our sincere thanks to Mr Sabyasachi Mishra for joining us for

the Retinoblastoma Awareness Walk and spreading awareness about Retinoblastoma. We also acknowledge the support received from Aroh - Giving Hope, an NGO working for children with Cancer and their families."

Dr Tripathy further added that it is time to make detailed eye check-ups a part of mandatory paediatric examinations.

Pakistan Will Not Accept Any Other Schedule For Asia Cup 2023: PCB Chairman Najam Sethi After India Refuse To Travel To Pakistan

New Delhi: Chairman of the Pakistan Cricket Board (PCB) Najam Sethi has said that the board stands to lose around \$3 million in revenues if Pakistan refuses to play in the Asia Cup this year. Sethi stated that this loss of revenue was "a matter of principle" as Pakistan is due to host the tournament in September, but uncertainty surrounds the venue of the tournament due to

India's refusal to play in Pakistan. "We have made it very clear that unless the Asia Cup is held on a hybrid model like we have proposed, that is India playing its matches at an offshore venue and Pakistan hosting the remaining games at home we will not accept any other schedule and neither play," he said according to PTI. "We will not lose our hosting rights," he



added. To resolve this issue, Sethi has proposed a "hybrid model" to host the Asia Cup, where India will play its matches at an offshore venue. Sethi has also revealed that 80 per cent of the revenues earned by the Asian Cricket Council come from Pakistan and India matches. However, he acknowledged that if the Asian Cricket Council accepts the hybrid model, it could

have a bearing on the International Cricket Council (ICC) World Cup as well. "Security is no excuse for them now and we have told them if their government is not giving them clearance to play in Pakistan show us some written proof of this," Sethi said. "When all other teams including Australia, England, New Zealand are playing in Pakistan without any issues there should be no

security concerns for India to tour Pakistan." Sethi further noted that relations with the ICC are different, and if Pakistan refused to play in the World Cup, it could negatively affect the relations. Therefore, while Pakistan is willing to bear the loss of revenue, it remains to be seen how this issue will be resolved and what impact it may have on the upcoming tournaments.

India's domestic season takes off in June



New Delhi: The 2023-24 India domestic season will kick off from June 28 with the Duleep Trophy, the BCCI announced on Tuesday (April 11), while the premier tournament Ranji Trophy will begin January 5 with the final slated to begin on March 14 next year. The early start to the domestic season is down to the fact that India are scheduled to host the 2023 World Cup in October-November. The Deodhar Trophy, being reintroduced into the calendar after a three-season hiatus, will go on from July 24 to August

3. Both these tournaments will be played across six zones - Central, South, North, East, West and North-East. The Irani Cup which will see current Ranji winners, Saurashtra, taking on the Rest of India side will commence on October 01, 2023. Shortly after the one-off game of the Irani Cup, Syed Mushtaq Ali Trophy will get underway on October 16 while the Vijay Hazare Trophy will be played from November 23 to December 15. Both the white-ball competitions will see 38 teams divided into two groups of seven teams and

three groups of eight teams.

For the Ranji Trophy, the 38 teams will be split into five groups. The four Elite Groups will have 8 teams each and the Plate Group will comprise 6 teams. The teams in Elite Group will play 7 league-stage matches each and two teams from each group will make it to the Quarterfinals.

The women's domestic cricket season though won't see a pre-nuptial. It gets underway with the Senior Women's T20 Trophy to be played from October 19 to November 9, and will be followed by the Senior Women's Inter Zonal Trophy that starts on November 24. The new year will begin with the Senior Women's One-Day Trophy, commencing January 4 with the final slated for Republic Day, January 26.

IPL 2023: David Warner Loses Cool At Lalit Yadav As Delhi Capitals Lose 4th Successive Match

New Delhi: Delhi Capitals continued their disastrous run in the Indian Premier League (IPL) 2023, losing a last-ball thriller to Mumbai Indians at the Arun Jaitley Stadium in New Delhi on Tuesday. It was DC skipper David Warner's fourth successive loss in IPL 2023 and the Australian opener was earlier seen venting off his frustration at youngster Lalit Yadav while he struggled to score a half-century.

Warner scored his third fifty in four innings in IPL 2023 but it was another painfully slow innings as he only managed 51 off 47 balls. The DC captain failed to find his rhythm on a surface on which all-rounder Axar Patel blasted his maiden IPL



fifty off 22 balls. Warner, in fact, got a reprieve when MI leg-spinner Piyush Chawla dropped him in the 12th over of the innings and immediately after the catch the DC skipper wanted to sneak a single. However, Lalit Yadav at the other end wasn't aware to the situation and Warner

was seen losing his cool at the youngster and giving him an earful. MI, meanwhile, rode on skipper Rohit Sharma's fifty to notch up their first win of IPL 2023 to beat the Capitals by six wickets off the final delivery. "You look at the last three IPL games we

have witnessed, they have been amazing. We were at the wrong end of it today, but the guys were fantastic," Warner said at the post-match presentation. DC skipper praised his pacers Anrich Nortje and Mustafizur Rahman for giving his team a chance with their exceptional

bowling in the death overs after Rohit's fifty.

"Rohit played a fantastic knock at the top of the order. Nortje is world-class and that's what we expect from him, Mustafiz too. Timmy David was on the wrong side of it, so I tried to keep it at stump-height," Warner added.

The Australia opener felt that teammate and vice-captain Axar Patel should be batting in the top 4 with his current form with the willow. "I think from the last three games, we've some positives but we shouldn't lost wickets in clumps. Axar should bat in the top four the way he is striking the ball. From the last three games we have played, there are a lot of positives," the DC skipper said.

Mumbai Indians win last-ball thriller to get on the board

New Delhi: Tim David and Cameron Green held their collective nerves to pull off a final-ball victory after Rohit Sharma and Tilak Varma set Mumbai Indians up in the run-chase against Delhi Capitals. The hosts, who were bowled out for 172, looked to be hurtling towards another big defeat when Rohit and Tilak were going, but tried to claw their way back in the death overs. They nearly did, until Green and David came together at the crease to take their side over the line in the nick of time. Mumbai Indians were cruising in chase as Rohit Sharma shrugged his batting lethargy and tonked his way to a 29-ball half-century. He and Tilak Varma retained control of the proceedings until a dramatic 16th over, from Mukesh Kumar. The pressure and the asking rate had cranked up on MI in the lead up to this over as Axar Patel, Lalit Yadav and Mustafizur conceded 4, 5 and 2 in their overs. Tilak aimed to break the shackles and got two

sixes off Mukesh, but fell while attempting a third. MI were rocked further when Suryakumar Yadav hit the first ball he faced straight to Kuldeep Yadav at fine leg.

When Mustafizur had Rohit caught behind in the following over, Delhi Capitals suddenly had the upper hand. With 26 needed off 18 balls, Nortje bowled an exceptional over at Tim David and Cameron Green, conceding just six off it. Yet he was left with just five to defend in the final over as Mustafizur was carted for two big sixes in the penultimate over by the batting duo. Nortje still dragged it to the final delivery by executing his yorkers perfectly, but with two runs to get off the final ball, the MI pair managed to take their team through.

Rohit and Ishan Kishan found the touch and timing that has eluded them this season as they took a toll on DC's PowerPlay bowlers. Even the seasoned Anrich Nortje was not spared as he went for 15 runs



in the third over after Mukesh Kumar and Mustafizur Rahman had conceded 27 in the first two. David Warner tried to go the Rohit Sharma way by bringing on his spinner, Lalit Yadav, in the fourth over but couldn't replicate the results from the first innings. Axar Patel, into the action in the following over, was hit for a four each by the two openers. By the end of the PowerPlay,

Rohit had raced away to 37* (17) and Kishan smashed 30* (19) as MI reached 68/0. Ishan Kishan's wicket came against the run of play courtesy a miscommunication between him and Rohit. The left-hander walked off for 31 off 26 but out came Tilak to forge a strong, match-defining stand for the second wicket with his captain. The two added 68 runs before Tilak's

dismissal paved the way for a stirring finish to the fixture. After batting coach Praveen Amre vouched for a better PowerPlay show with the bat, David Warner and Prithvi Shaw showed signs of improvement. Shaw in particular, middled a couple of drives before Rohit Sharma threw him a curveball by bringing on off-spinner Hritik Shoukeen into the attack in the fourth

over. Shaw welcomed him with another exquisite drive but was sucked into poor shot selection in the same over when he slog swept one to Cameron Green at square leg. Manish Pandey walked out at No.3 and kept up the fluency as he hit one down the ground and then had a stroke of luck as an inside edge ran down to the fine leg fence in an over from Rilee Meredith. For the first

time in four games, DC lost less than two wickets in the PowerPlay, ending it with the score at 51/1. Just as Warner and Pandey were plotting DC's recovery, the MI leggie stopped them in their tracks and then spun a web around the middle-order. Pandey, who made an intent-fuelled start, was lured with a tossed up delivery outside off which he hit straight to Behrendorff at long off. Chawla then got Rovman Powell and Lalit Yadav with two googlies, while Rilee Meredith took out debutant Yash Dhull with change of pace to leave DC reeling at 98 for 5 in the 13th over. Once again Warner was stranded at the other end, watching batters come and go while his own timing wasn't up to the standard. From 98 for 5, Delhi Capitals were resurrected by some stunning hitting from Axar Patel as he smashed a 25-ball 54 with four fours and five sixes. Axar tonked two sixes in Shoukeen's final over

and went after Cameron Green and Behrendorff before bringing up his maiden IPL half-century off just 22 deliveries, in the 18th over. Warner got his half-century too - albeit at a much slower rate - but DC were now set for a late flourish. Or so they'd have hoped.

DC suffered an incredible collapse as they went from 165 for 5 in 18 overs to 172 all out in 19.4. Axar's dismissal on the first ball of the 19th over triggered a procession from the lower-order as four wickets fell in that same over, including the run out of Kuldeep Yadav. Meredith wrapped up the innings in the final over, restricting DC to 172.

Brief Scores: Delhi Capitals 172 in 19.4 overs (Axar Patel 54, David Warner 51; Piyush Chawla 3-22, Jason Behrendorff 3-23) lost to Mumbai Indians 173/4 in 20 overs (Rohit Sharma 65, Tilak Varma 41; Mukesh Kumar 2-30) by 6 wickets