

Odisha Attracts 26K CR Invest

Bhubaneswar(KCN): With a huge success to Odisha Business Meet Tokyo, 2023, the State Government has attracted investment to the tune of Rs 26,000 crore to Odisha. The Government of Odisha in association with the Indian Embassy in Japan, the Japan External Trade Organization (JETRO), and the Federation of Indian Chamber of Commerce and Industry (FICCI), hosted the Odisha Business Meet Tokyo 2023 on Wednesday. Team Odisha led by Chief Minister Naveen Patnaik has received the investment intents in the sectors like logistics, metal ancillary, steel, metal downstream, green hydrogen and green ammonia, green energy equipment manufacturing and IT/ITeS. The meeting was

attended by over 200 delegates, representing various industries from across Japan. Addressing the investors, Chief Minister Shri Patnaik, said, "Odisha is one of the fastest growing economies in India and has consistently grown above the national average in the last decade and a half. We are fast emerging as a major industrial destination in India because of our natural resource advantage and strategic location." Odisha's abundant natural resources, skilled and productive human resources, progressive policies, and strong result-oriented governance provide a unique ecosystem, he said. Shri Patnaik further said that Odisha is ranked among the top states in India in terms of attracting investments



and has been accorded the achievers status in the recently released ease of doing business ratings by the Centre. He also highlighted how Odisha is becoming the fulcrum of trade and commerce in the Bay of Bengal region and the measures the undertaken by his government to help industries looking to cater to the untapped markets in Eastern and North-Eastern India as well as markets in ASEAN and East Asia region.

Speaking about industrialization in this era of technological innovations, the CM said "As we enter into a new era of industrialization propelled by advancements in technology and a philosophy of sustainability, we require a collaborative effort between the governments, industries and people to ensure consistent growth." Odisha, a State known for its rich culture and tradition, is transforming

into a modern industrial hub, he said. Shri Patnaik said his government is focused on providing the best-in-class facilitation to all investors coming to Odisha. "We are also deeply committed to protecting our rich cultural history. The renovation and restoration of Buddhist Pilgrimage Sites have been a key agenda of my government. We are transforming sites like Dhauli, Udaygiri, Ratnagiri and Lalitgiri,"

he added. The Chief Minister requested all Japanese investors to visit Odisha and experience the change. "Come, invest in Odisha, Invest in the future. Come, Join the Juggernaut," he appealed. Addressing the gathering, Industries and MSME Minister Pratap Keshari Deb stressed that "Under the leadership of Chief Minister, the State Government has taken a whole-of-Government

approach toward service delivery to citizens and businesses." "We are today becoming a destination of choice for investors across the country. I would like to welcome all the industry captains, associations and their members present here to come and explore Odisha as your next investment destination," Deb said. Chief Secretary Pradeep Kumar Jena welcomed the august gathering and shed light on how Odisha has been one of the major breakout states in the country in terms of development, registering impressive GDP growth rates year-after-year and industrializing at break-neck speed under the leadership of the Chief Minister. Principal Secretary, Industries, Hemant Sharma made a presentation about the industrial ecosystem in Odisha to the audience.

He highlighted the State's over two decades of stable governance, the state's position in the EoDB ranking, the competitive cost of doing business, the impact of investment facilitation, best-in-class incentives and highly skilled human resources, which gives the state a distinct competitive advantage over others. Principal Secretary, Electronics & IT, Manoj Mishra spoke about the emerging IT/ITeS ecosystem in the State. He also highlighted the growth-focused and future-oriented IT Policy, Data Centre Policy, BPO Policy, and Electronics Policy brought in by the Government of Odisha to further strengthen the ESDM and IT/ITeS sector and attract new investments into the State.

PRESIDENT OF INDIA TO VISIT ASSAM FROM APRIL 6 TO 8

New Delhi: The President of India, Smt Droupadi Murmu will visit Assam from April 6 to 8, 2023. On April 7, 2023, the President will inaugurate the Gaj Utsav-2023 at the Kaziranga National Park. Later at Guwahati, she will flag off the Mount Kanchenjunga Expedition-2023. On the same day, she will also grace the function being organized to mark the completion of 75 years of the Gauhati High Court at Guwahati. On April 8, 2023, the President will make a sortie on the Sukhoi 30 MKI fighter aircraft at the Tezpur Air Force Station.

PARLIAMENTARY DELEGATION FROM SOUTH SUDAN CALLS ON THE PRESIDENT

New Delhi: A Parliamentary Delegation from South Sudan, led by the Speaker of the Transitional National Assembly, H.E. Ms Jemma Nunu Kumba called on the President of India, Smt Droupadi Murmu at Rashtrapati Bhavan today (April 5, 2023). Welcoming the delegation to India, the President said that India and South Sudan enjoy cordial and friendly relations. She said that India is proud to be a major troop contributor to the UN Peacekeeping Missions in South Sudan. She added that apart from Peace Missions, Indian soldiers are playing an



important humanitarian role, and contributing to furthering relations between the two countries. The President said that India is determined to be a reliable development partner for South Sudan. She expressed confidence that the youth of South Sudan would take advantage of the training and capacity building opportunities provided by

India's ITEC and ICCR scholarship programmes. The President said that South Sudan can benefit from India's experiences in parliamentary democracy in its ongoing political process, including the drafting of a new Constitution. She further said that India would extend its full support to South Sudan in this process.

Mathivathnan In IWA Board

Bhubaneswar(KCN): Internationally Acclaimed Administrator on Urban Development, G Mathivathnan has been taken in the Board of Advisors of the International Water Association (IWA). Shri Mathivathnan is the longest serving Principal Secretary of the Department of Housing & Urban Development of Government of Odisha and has earned the reputation of an able administrator so far Urban Development is concerned. IWA has announced the establishment of an Advisory Board and Task Force for its Inclusive Urban Sanitation initiative, to provide guidance, feedback and direction on the initiative's priorities, activities and



performance. Shri Mathivathnan has been taken as an Advisor of the 11 Member Strong Advisory Board announced by the IWA. Reacting for his inclusion as one of the advisors, Shri Mathivathnan said "It's Team Odisha...Team Urban. All credit goes to Chief Minister, Odisha." It's worth mentioning that Mr Mathivathnan's approach of a decentralized strategy with community

partnership has become a central aspect of the Odisha Model of Urban Governance initiatives which have earned a number of National and International recognitions. The other members are from Philippines, South Africa, Kenya, Côte d'Ivoire, Zambia, Switzerland, Philippines, Côte d'Ivoire, Thailand and Netherlands. IWA's Inclusive Urban Sanitation initiative aims to reshape the global

agenda on urban sanitation over the coming years, especially in low-and middle-income countries. It forms part of IWA's work to promote inclusive, resilient, water-wise and sanitation-secure cities. The Advisory Board and Task Force consist of sanitation experts, regulators, strategic partners and members from various global regions in order to secure a balanced geographical representation and address a wide variety of sanitation challenges. The Advisory Board is made up of 11 high-profile individuals who will act as advocates for inclusive urban sanitation and provide strategic support and guidance for the initiative.

Governor, WB Remarks G20 TWG Meet as a First Significant Step towards a Journey of Thousand Miles to take India to Summit of the World

Kolkata: The G20 Tourism Working Group (TWG) meeting served as one step forward towards India's commitment to ensuring sustainable and responsible growth of tourism-sector in the country. In fact, it is the mission of the Centre to make India a seamless, modern and smart tourism destination and that was highlighted in the inaugural address of the Union Minister for Tourism, Culture and Development of North East Region, G Kishan Reddy in the G20 TWG meet held from April 1 to 3, 2023 in Siliguri and Darjeeling of West Bengal. The Governor of West Bengal Dr C V Anand

Bose moved one step forward and remarked this meeting as a first significant step towards a journey of thousand miles to take India to the summit of the world. As he hosted a lunch at Raj Bhawan, Darjeeling on April 3, 2023 in honour of the G20 TWG delegates, Ambassadors, High Commissioners and diplomats of the G20 nations, the Governor stated, through hosting this meet, India was able to showcase the best of its country so far as art and cultural diversity is concerned. The delegates enjoyed a joyous ride on the DHR from Ghum station to Darjeeling station. The delegates also visited Batasia loop and War



Memorial. Besides, they enjoyed a cultural performance at Chaurasta, Darjeeling on April 3, 2023. Before that, they visited the historic Makaibari Tea Estate in Kurseong, the world's first tea factory on April 1, 2023 and also enjoyed moonlight tea-plucking in presence of the Union Minister for Tourism.

The Union Ministry of Tourism introduced all the delegates to local art & craft at Siliguri and Darjeeling. MSME & tourism Department of West Bengal organised art and craft stalls of local arts for Delegates. Himalayan Mountaineering Institute, Darjeeling also exhibited their equipment at the Mall

Road during the meeting. The Ministry of Tourism also promoted local products of West Bengal by handing souvenirs to Delegates from ODOP list of items like Wooden Owl set from Burdwan District, Dokra GI Hook fish from Bankura District, Bangalshree Silk Pocket Square from Malda District and Chitpore Attar from Kalimpong District. Going forward, the TWG will reconvene for two more meetings including a Ministerial meeting which will take place in Goa. A Ministerial Level Communique and the Goa Roadmap for Tourism as vehicle for achieving Sustainable Development Goals are the planned deliverables.

OBITUARY

Late Malati swain

Date of Departure: 26/03/2023
Belasundari
Alati
Dist: Keonjhar

Pray peace for the Departed soul

Fondly Remembered By

Husband Dilip kumar swain, Father in Law Somnaath swain, Son, Daughter, Nieces Nephews, Family, Friends & Relatives

Dakshina Meru: The Brihadeswara Temple

India's diverse culture, history and exceptional architecture are reflected on the temple walls that have been preserved through the centuries. With the rise of Hinduism, India witnessed the establishment of numerous temples dedicated to various deities of the Hindu pantheon. With temples scattered throughout the country, each of them unique in their own way, attempts were made to classify them on the basis of their region, architectural style and complexity.

According to the Shilpashastra the temples of India can be classified into three types:

Nagara Style (North Indian style), were the temples belonging to the land between the Himalayas and the Vindhyas

Dravidian Style (South Indian style) were the temples belonging to the land between the rivers Krishna and Kaveri

Vesara Style (a hybrid of northern and southern style) were the temples belonging to the land between the Vindhyas and the River Krishna.

Certain features that distinguish a Dravidian style of architecture from the other two styles are:

Vimana - The Vimana is the tall structure surmounting the sanctum sanctorum (garbhagriha). A pyramidal structure and square in plan, the vimana has several tiers placed one above the other in a decreasing order.

Stupika - Stupika is the large stone that tops the last tier of the vimana. The stupika is topped with the finial adding to the height of the vimana.

Gopurams - Gopurams are tall gateways peculiar to the South Indian style of temple architecture. The gopurams evolved with time and became the focal points in the later temples of South India. The later temples have taller gopurams, often taller than the vimana itself. Some of the best examples of Dravidian style temples are in the Southern region of

Tamil Nadu. Out of these, the Brihadeswara Temple at Tanjavur built by the mighty ruler, Rajaraja I of the Chola Empire, is known for its grandeur and exceptional architectural features.

Tanjavur had been a prominent Royal city from the time of Muttaraiyars who founded and made it their capital. There are different versions of the origin of the name Tanjavur. One version says it is derived from the name of an asura, Tanjan. It is believed that Tanjan created

chaos in the neighbouring areas as a result of which Sri Anandavalli Aman and Sri Nilameghapperumal (Vishnu) had to destroy him but before doing so Lord Vishnu granted Tanjan his last wish of naming the city after him. Others believe that it is derived from the word Thanjam which means refuge/asylum in Tamil. Hence Tanjavur means, the 'City of Refuge'.

Tanjavur witnessed a series of rulers come and go, from the Cholas to the Nayakas, the Marathas and finally the British. Amongst them all, the dynasty responsible for making Tanjavur what it is today, were the Cholas.

The Cholas predominantly ruled over the southern region of Tamil Nadu. Though they seem to have been in power since the Sangam age, they rose to prominence in the ninth century and continued to rule upto the thirteenth century. Vijayalaya, one of the greatest rulers of the Chola empire founded a small kingdom in Tanjavur and made it his capital. Tanjavur served as the capital of the Cholas until the reign of Rajarajendra who shifted the capital to Gangaikonda Cholapuram. The Chola Kings, Rajaraja I (985 CE - 1012 CE) and his son Rajarajendra are known for their naval and military strength and for expanding their empire beyond the boundaries of South India. The Cholas were great devotees of Shiva. One



of the earliest temples created by the Cholas was the Nataraja Temple at Chidambaram. Rajaraja I, who ascended the throne in 985 CE made large donations and gave gifts to the temple at Chidambaram in the year 1004 CE. In gratitude, the temple authorities gave him the titles of 'Sri Rajaraja' and 'Sivapadasekhara'. It is believed by some that it was at this time that he felt the need of a temple dedicated to Lord Shiva at his capital, Tanjavur. Others are of the opinion that after Rajaraja expanded his empire, he came to be known as the 'Lion among the Emperors'. He built this grand temple dedicated to Lord Shiva in order to commemorate this achievement. Rajaraja I, started the construction of the Brihadeswara Temple in the nineteenth year of his reign. A major source of information related to its building and construction has been the inscriptions that run throughout the temple's plinth. One inscription reads, 'The King, on the two hundred and seventy fifth day of the twenty fifth year of reign (A.D. 1010), presented a gold covered finial to be planted on the top of the vimana of the temple'. This means that it took a mere six years for this architectural brilliance to be completed.

Rajaraja named the temple after himself and called it, Rajarajeswaram. The King installed a massive Shivalinga in the sanctum sanctorum

and according to the inscriptions the linga was called by the names Adavallan, Dakshina Meru Vitankan and Rajarajeswaram Udaiyar. For the longest time, even during the rule of the Pandians who built the Amman shrine in the temple complex, the temple was known by the name given by its builder. It is said that years later, the deity came to be associated with the name Thiru Peruvudaiyar (the 'Great Lord' in Tamil) and Brihat-Ishvar was its Sanskrit translation. Amman was given the Sanskrit name, Brihat Nayaki or Brihan Nayaki (the 'Great Lady'). This might have been the origin of the name 'Brihadeswara' given to the temple, though none of the inscriptions or hymns of the time talk about the switch from Rajarajeswaram to Brihadeswara.

Situated near the banks of Kaveri, the Brihadeswara Temple dominates the then capital of the Cholas, Tanjavur. Standing on the highest point in the area, this architectural marvel was built without the use of mortar or any other adhesive. The inscriptions record that the chief architect who envisaged the plan was Raja Raja Perunthachan (perum meaning big and thachan meaning carpenter). He is said to have built some of the greatest temples of the time which shows that Rajaraja employed the best architects,

artisans and sculptors to create this great temple.

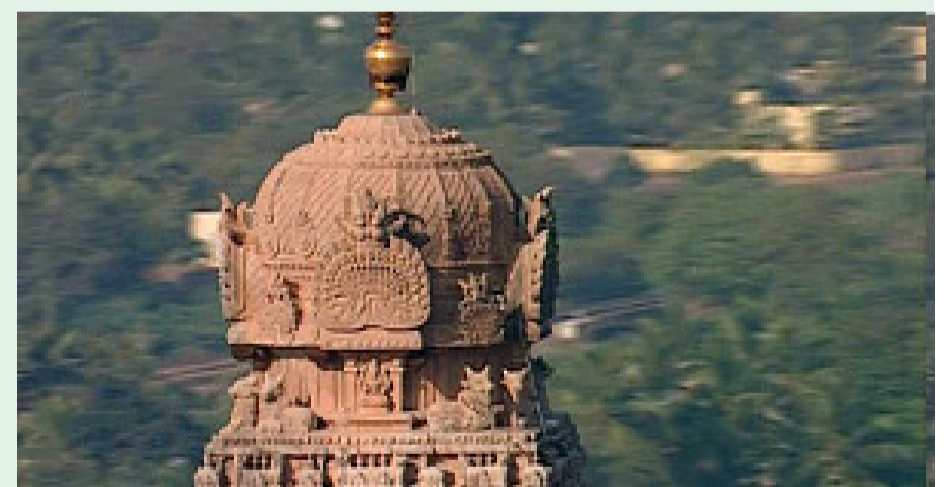
The surprising factor has been the use of granite, a type of stone not available locally. It is said that fine granite had to be brought from far off areas for building the temple. Though the exact place from where it was brought is not known, some believe it was quarried from a hillock, Mammalai, situated about 48 kms from Tanjavur.

The King made numerous endowments for its construction. This temple is also a reflection of the glorious achievements of the Rajaraja. It is said that the enormous treasure that he captured after defeating the Chalukyan King, Satyasraya, was used to enhance the beauty of this temple. The temple inscriptions have detailed descriptions of the numerous ornamented gifts presented to the temple by the King's queens, his sister Kundavai, noblemen and other officials. Many travellers and other visitors of the time have applauded Rajaraja and his architects for having constructed such a magnificent structure without compromising on its beauty.

The temple and its components are situated on the east west axis. The plan of the Brihadeswara Temple consists of the garbhagriha surmounted by the vimana and connected with the ardhmandapa,

followed by the mahamandapa, mukhmandapa and the Nandi shrine. Within the temple courtyard (prakara), are other shrines dedicated to Lord Ganesa, Subrahmanya, Goddess Brihannayaki, Chandikesvara and Lord Nataraja. There is also evidence of shrines dedicated to the ashta dikapalas out of which only few remain.

Within a double walled enclosure, the Brihadeswara is a typical Dravidian style temple entered from the east through massive gateways called gopurams. This temple specifically has two gopurams, the first one called the Kerala tankan Gopuram was built to commemorate Rajaraja's victory over



the Cheras. This gopuram has five stories and is comparatively less ornate than the second one. A few meters away, the second gopuram called the Rajarajan gopuram pierces the wall (Krishnan Raman Tiruch-churru-maligai) which runs along the four sides of the temple, enclosing the temple courtyard. This gopuram is elaborately decorated

with scenes from Puranic texts and has two monolithic dvarapalas guarding the entrance. This gopuram also has carvings of scenes from Lord Shiva's life. Beyond the gopuram is the Nandi mandapa, a later addition to the temple. Built by the Nayaka rulers, it houses the massive monolithic Nandi (mount of Lord Shiva) almost 12 feet high and 8 feet wide. The ceiling of the Nandi mandapa is ornately decorated with paintings of the Nayaka rulers.

Following the Nandi mandapa, is the mukhmandapa and the mahamandapa. The mukhmandapa is entered by a flight of steps.

The mahamandapa houses the Bhairava sculpture which must have been a part of the ashta parivara shrines of the temple complex. Beyond this structure is the pillared hall called the mahamandapa.

Further ahead, is the ardhmandapa which is connected to the garbhagriha. This structure can be entered from the front and through the massive gateways situated on the northern and southern sides. Situated on a high plinth, the gateways of the ardhmandapa flanked by dvarapalas are approached by a flight

of steps. This structure is said to be the bathing hall of the deity as evident from the bathing platform situated in the centre of the hall. Beyond this is the two storied garbhagriha or the sanctum sanctorum with the massive linga in the centre. Rising up two stories, the Shiva linga is considered one of the most colossal linga of the times. Situated on a high plinth, the garbhagriha is square in plan and

has a passage surrounding it possibly for circumambulation. While in the first storey the passage walls are adorned with some of the best frescos of the time, the second storey has the depictions of the Karana sculptures which form the basis for the classical dance, Bharatanatyam. The garbhagriha is one place where different aspects of art unify and represent the artistic excellence of the Cholas.

The passage which today houses some of the most beautiful and exceptional works of art remained closed until 1931 when Prof. S.K Govindaswami of the Annamalai University decided to visit the temple. What he found using his baby petromax lantern were paintings that belonged to the Nayaka rulers of the seventeenth century. In the hope of finding Chola paintings he continued searching. Soon, he discovered a portion of the Nayaka paintings with its plaster peeling off revealing the spectacular art of the Cholas. Though the entire surface of the wall was covered by the Nayaka paintings, attempts were made

to retain both layers with portions of it revealing the original paintings done by the Cholas. The Chola murals were done by first preparing the surface, using lime plaster. Two such layers were coated on the rough stone surface on which the painting was done while the plaster was wet. The colours used were all naturally obtained except blue which was obtained from lapis lazuli.

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Shaakuntalam Song Mallika Mallika: Fans Recreate Samantha's Princess-Like Look

Samantha Ruth Prabhu continues to be one of the most popular actresses in India and its for a good reason. The actress has been seen doing very gritty and dark roles in her recent few releases like The Family Man, Yashoda, and in her upcoming, Citadel, so, her recent release Shaakuntalam took all her fans by surprise to see her in a Disney princess-like role where she looks so pretty, graceful, and poised, which as the actress has said in the interview before- she really had to work on. Her look for the film is definitely winning the internet over with one of the very first princess-like roles carried out by such a big actress, it was obvious that the internet is watching and it has set abuzz as everyone is recreating



the look of the actress Mallika' and it has become a new trend set by her. From small, young kids to

adults everyone is creating their own version of Shakuntala on their social media. Samantha is currently juggling multiple projects simultaneously as she is promoting for Shaakuntalam, shooting for Citadel, and also preparing for Kushi without any breaks in between. Up ahead she has all these along with a few unannounced projects.

'Gully Boy' to 'Darlings'- Vijay Varma has come a long way

Gully Boy, India's official entry to the Oscars celebrates 4 years today, and while the film was highly celebrated for its impactful performances, it was dark horse Vijay Varma who stood for the sheer potential he showed and for holding his own despite the strong and established cast.



The actor was praised for his performance as Moeen Arif, and his portrayal instantly caught the attention of audiences and critics alike. From thereon, Vijay continued to impress with web series' like A Suitable Boy, She and Mirzapur 2 and Ok Computer, all of which he won rave reviews for. But it was finally with Darlings, that Vijay Varma cemented his position as the 'King of Grey' as his character 'Hamza' was yet another example of Vijay's incredible prowess as a performer who constantly raises the bar with every project he takes on. Critics spoke about how Vijay 'nailed the character', 'was like a chameleon', 'terrific and absolutely scintillating' making audiences feel the dread that Badru (Alia Bhatt) felt everytime his character Hamza came home. From being a supporting cast

alongside Alia Bhatt in Gully Boy to being a parallel lead opposite her in her production Darlings, the actor has come a long way in the last 4 years and his journey has been nothing short of inspiring.

It's no surprise then that after his phenomenal performance in the film, he is now part of some of the most exciting theatrical and OTT content including Sujoy Ghosh's untitled next alongside Kareena Kapoor Khan, Reema Kanti's Fallen and Sumit Saxena's untitled project that took almost 100 days of immersive, relentless work. Each of these are versatile and challenging but nothing that the actor can't pull off!

Success of Shah Rukh Khan's Pathaan is the victory of the age-old, exploitative, nepotistic top-heavy system, says Vivek Agnihotri



The Kashmir Files director Vivek Agnihotri, who had previously criticised Pathaan amid the controversy over the Besharam Rang song, recently credited Shah Rukh Khan for the success of the Siddharth Anand directorial. However, he said in the podcast, "They will go back to their fundamental beliefs that audience is an idiot and you just need star power and lot of marketing hype to make a film successful."

"After Pathaan, I have a feeling that everybody will fall back to the same old system because Pathaan's success is the success or in today's environment I would choose the word victory. It's the victory of the age-old, exploitative, nepotistic top-heavy system," he added.

The filmmaker further said that Pathaan's success should also be credited to those who threatened to boycott the film and made 'stupid statements' against it. He said that the film's promotions had turned into a political campaign, adding that Pathaan worked purely because of SRK's charisma and his fan following.

"The way he marketed it, the way he took it on his shoulders 'that, okay it's my film and I am responsible for it' which is pretty good. I also think that some credit should also go to people who were making stupid statements against the film and people who were unnecessarily protesting and asking for boycott and these are different people from regular 'Boycott Bollywood' gang," he said.

Pathaan has now become the highest grossing film in the history of Hindi cinema. The movie has grossed Rs 901 crore worldwide. While it has grossed Rs 558 crore in India, it has raked in Rs 343 crore in the overseas market.

The movie also features Deepika Padukone, John Abraham in the lead, followed by Dimple Kapadia, Ashutosh Rana and others in pivotal roles.

Speaking about the immense success of 'Pathaan', Shah Rukh Khan had shared "The four years that I had... Covid had good and bad parts. I didn't work. I was with my children. I saw them grow up. My last film had not worked and people had said my movies now won't work. So, I thought of an alternate career: cooking Italian. In these four days, I've forgotten my last four years."

Samantha Ruth Prabhu Climbs 600 Steps Barefoot, Prays to Palani Murugan



Samantha Ruth Prabhu climbed 600 steps of the Palani Murugan temple in Tamil Nadu on February 13 draped in an all-white churidar-kurta and offered prayers at the temple.

She also lit a camphor diya and tweeted on the same. She was

accompanied by her 'Jaanu' movie director C. Premkumar and other friends. The actor, who suffers from Myositis, an autoimmune disease condition that causes acute muscular pain, has started shooting for the web series 'Citadel' in which she shares screen space with Bollywood

actor Varun Dhawan.

'Citadel' is the Indian version of the international sci-fi action web series of the same name created by the Russo Brothers. In the international series, Priyanka Chopra plays the lead.

The Indian web series is directed by the

director duo Raj and DK, who had helmed the popular web series, 'The Family Man', in which Samantha played the role of Raji, a Sri Lankan Tamil militant.

She had recently tweeted: "I am thrilled to be part of this brilliant universe conceptualised by the Russo Brothers AGBO. I am also looking forward to working with Varun for the first time. He is someone who is full of life and cheer when you are around him." Samantha is awaiting the release of her Telugu mythological movie 'Shakuntalam' in which she shares the screen with Prakash Raj and Dev Mohan. The movie is to be released on April 14.

Karan Johar reviews 'The Romantics', asks Aditya Chopra if he can share their personal pictures clicked over the decades

The 'Romantics', which released on OTT on the occasion of Valentine's Day, has received an emotional review from Karan Johar. He confessed to binge-watching the four episode long docu series, which got him thinking about old school filmmaking.

"I realised the purity, the innocence and the conviction we all collectively had... is so lost today for most of us.... Yash Chopra is not

just a legend of romance... a connoisseur of chiffon, music and beauty... a maestro of musicals... he was also a pillar of belief and conviction... is there any conviction left today? We are burdened by media commentary... box office opening analytics, research engines (all probably relevant to the technology and times) but where did good old fashioned conviction vanish," shared Karan Johar.



He went on to state how the series made him reflect on his own journey and added, "The rom doc reminds us of the past that seemed so organic and



heartfelt.... Makes me want to go back to that zone of filmmaking..... I am so deeply inspired by the YRF story... it's

origin and it's journey.... Having learnt everything I know from the corridors of the studio I stand blessed and watching The Romantics made me so self aware... of my strengths and my failings.... Thank you @smritimundhra for weaving a narrative out of the archives and actually making an audience go through the many emotional beats through the 4 episodes... just brilliant!"

Paying an ode to

Chopra scions, Aditya and Uday, KJo added, "And finally my Best friend has a face and how beautifully articulate was he!!! Adi does that mean I can post all the images we have shared over decades that you have threatened to never speak to me if I put out ??? #justasking #I love you Adi congratulations to my dearest friend @udayc for being such a force behind this."

SDG Budgeting in Odisha



Sustainable Development Goals (SDGs) are globally agreed upon, non-negotiable 17 goals and 169 targets representing a blueprint for the achievement of a better and more sustainable future for all by 2030 with the commitment of 'Leaving No One Behind'. These goals and targets have been formulated in keeping with the key challenges that the world is facing, such as poverty, hunger, inequality, climate change, unemployment, etc. India, being one of the prime signatories of the SDGs, has implemented these as the guiding principle for the country's future development strategy. The country has made significant progress towards the realization of these, including the development of an SDG localization model centred around adoption, implementation and monitoring of these goals at various levels (State and district levels). India has also developed a National Indicators Framework, SDG India

Index and SDG India dashboard for monitoring progress on SDG goals and targets. The accomplishment of these SDGs requires the provincial government's commitment towards adequate and judicious allocation of funds in priority sectors, improvement in the quality of spending and other resources. The state of Odisha is a frontrunner among major Indian states in introducing far-reaching reforms in budgeting and governance over the two past decades. The State's budget for FY2023-24 captures people's aspiration for a 'New Odisha, Empowered Odisha' by transforming 'reactive governance' to 'proactive governance'. Odisha has undertaken and initiated numerous positive initiatives for the realization of SDGs in the state – integrating these into the state's overall budget planning process, thereby, making it more comprehensive and dynamic. The Planning and Convergence (P&C) Department of the Government of Odisha is mandated with the task of coordinating the evaluation and monitoring of SDGs by adopting a synergistic approach, involving various other key stakeholders. The state government has undertaken an exhaustive mapping of various SDG targets and

indicators against the relevant government schemes and programmes (centre and state sector schemes, centrally sponsored schemes) by bringing together economic, social and environmental aspects. The Government of Odisha has also developed the Odisha SDG Indicator Framework (OSIF) for monitoring the progress of various SDGs goals and targets through mapping of outcome, output and process indicators. Further, the state is in the process of establishing a baseline for the indicators. The approach, to date, is meaningful in paving the path towards achieving the said goals. The latest SDG India Index (2020-21) prepared by the NITI Aayog, Government of India, situates the state of Odisha among few states in India identified as the fastest movers (performer state) in achieving certain goals. The motivation behind such an assessment is to recognise and reinforce the levels of commitment of the state governments towards accomplishing SDG goals and targets and in obtaining an assessment of the required investment to achieve the 2030 SDG goals. Gauging the requirement of funds towards materialising these goals may be necessary but not sufficient as

prioritization and allocation by the state is equally important. In other words, mainstreaming and accelerating efforts of state governments remains vital for the SDG agenda. Prior to 2015, the state of Odisha's performance in the Millennium Development Goals (MDGs) from 2000 to 2015 was noteworthy, particularly with respect to socio-economic development. From 2018-19 to 2020-21, Odisha has registered overall improvement in terms of increase of 6 points. Affordable and Clean Energy (SDG 7), Sustainable Cities and Communities (SDG 11), Responsible Consumption and Production (SDG 12) and Life Below Water (SDG 14) contributed most to the incremental points. As per SDG India Index (2020-21), Odisha is ranked in Front Runner Category in 9 goals namely SDG 3, SDG 6, SDG 7, SDG 10, SDG 11, SDG 12, SDG 13, SDG 14 and SDG 15. The state's performance over the years as depicted in SDG India Index is impressive given the number of targets in which the state has moved from aspirant status to the performer and front-runner status. This apparent shift towards better status in almost all goals excepting 6 out of 16 reflects the success in compliance to SDGs in

the state. Finance and P&C Department in collaboration with all other departments, the state has evolved the preparation of a comprehensive mapping matrix between goals and their associated schemes and programs implemented by the various departments and agencies. This approach is undoubtedly helpful in improving the OSIF for SDGs and in identifying prospects for further convergence and co-implementation of schemes and programmes, thereby, enabling the process of charting responsibilities of initiatives across departments and in monitoring progress clearly and state has recently launched OSIF 2.0. The state has brought out its first SDG based budgeting policy document in FY 2021-22. The Odisha SDGs Budget document offers an overview of the approach of budget planning and management process for SDGs in terms of identifying alignment of its financial allocation with the goals, their achievement, and the challenges. It is vital to note that the SDGs budget is not a separate budget but is a methodology to assist

the government in aligning SDGs perspective into the budget as the key state plan for public expenditure. As reflected in the latest Odisha SDGs report, SDGs index aligned with the budgetary mandate can further serve as a critical reminder for the policy and action towards achieving the wellbeing of the people and towards the 2030 Agenda. In this way, given the nature of SDGs, the horizontal integration across sectors and institutions could help with the rationalization of existing schemes with similar objectives with optimal allocation of resources. Further, there is a need for vertical integration of monitoring and evaluation structure in alignment of SDGs in different plans and strategies of the state government. The total budget outlay for the SDG budget for the year 2022-23 (BE) was Rs.1,84,844 crores, spread across 17 goals and major SDG targets with contribution from almost 40 departments and 1,568 programmes and schemes of the Government of Odisha. From among the 17 Goals considered in the SDG budget, Goal 4 has the highest share of budget allocation at 14.63% of the total SDG outlay, with an amount of Rs. 26,535 crores, followed by Goal 10 on

inequality reduction has the second-highest of budget allocation at 14.19% of the total SDG outlay, with an amount of Rs. 26,226 crores. The contribution towards the total SDG budget from the State Sector Schemes is about 36.05% amounting to Rs. 66,625 crores and from the Central Sector and Centrally Sponsored Schemes is 19.78% with a share of Rs. 36,550 crores. On the target level, Target 10.2, focusing on empowering and promoting the social, economic, and political inclusion of all, has the highest allocation, at 10.69%, followed by Target 9.1 on Develop quality, reliable, sustainable, and resilient infrastructure which has 9.71% of the total SDG share allocation. In the FY 2022-23 (BE), the Programme Expenditure and other expenses (63.2%) comprises the major share of the SDG budget outlay whereas Administrative Expenditure constitutes 36.8%. The source of financing expenditure for various goals indicates the predominance of state-sponsored schemes in many of the goals. This in itself can be taken as the commitment of the state towards target compliance as regard SDGs. This exercise is a novel attempt showcasing an approach that evaluates allocation patterns and

prioritization schemes leading to success in realising the set targets corresponding to various goals. Also, these help in setting up mid-year targets for the accomplishment of SDGs goals and targets. An exposition of this kind may be emulated by other states to recognise the shortcomings of their budgetary schemes. Reconciling budget heads with target indicators on one hand and disentangling the expenditure allocation across various departments for the same target on the other, informs the need for prioritization in achieving the 2030 Agenda of Sustainable Development. As reflected in the Odisha SDGs document 2022-23, mapping budgetary priorities in relation to the SDGs does not automatically lead to more coherent management or reorientation of resources as accounting and budgeting frameworks need to be aligned to integrate SDGs. Odisha is a pioneer in SDG based budgeting and should stick to it for concrete results on the ground. At the same time, we need to make vision based planned SDG budgeting in order to achieve sustainable development by stipulated time period.

Economist, Bhubaneswar

Advertising Model vs Subscription Model



Recently, there is a lot of concern expressed by patriotic people, and pro-people intellectuals about the obliteration of the credibility of media, democratic rights and the emasculation of genuine intellectuals. In India media has lost its independence and reliability in advertisement gimmicks. Media independence means the absence of external control and influence on an institution or individual working in the media. It is a measure of its capacity to "make decisions and act according to its logic," and distinguishes independent media from state media. Media capture refers to the full range of forces that can restrict or skew coverage. The media is not discussing the problems of poverty, unemployment, inequality and others ills of society and instead have become mouthpieces of ruling classes. The mainstream media is no more represents the voice of

the voiceless, while social media is flooded with false, fabricated and half-truth news and used by IT cells of various political parties to create hatred and polarise society. Most of the news channels are catering to the political and business interests of owners. They are providing sensational news and running for TRP instead of educating society. The government is used to highlight its positive aspect while camouflaging failures. Some journalists blame the market and advertising business model of revenue generation for the decline of the credibility of media. It is argued that, in foreign countries, media is more independent as it does not depend upon an advertising model and gets its revenue from a subscription model. In India, 80 to 90% of the paper cost comes from advertisements. Of all sources of advertisement, a major share comes from government advertisements or political parties. Since media depends upon advertisements for survival, it is dictated by the advertisement givers/sponsors. A subscription model means that the company charges users for services or content. By contrast one benefit of an

advertising business model is that you can offer free services or content to attract users. If your business provides similar or better quality than subscription-based competitors, you should be able to attract a sizable customer base. A drawback of an advertising model is that you don't generate direct revenue from a large or active customer base. If customers would pay even a small fee for your services or content, you have an opportunity cost. Additionally, during tough economic times or industry downturns, advertising budgets often decline. This puts your business at risk for revenue reductions if your sponsors don't have as much money to spend. The primary benefit of a subscription model is that you can generate revenue from an engaged customer base. Additionally, if you make money from customers, you don't face the risks of advertising reduction from economic downturns. It is argued that in case of subscription model if viewers pay the full amount, the media can be independent and they can get correct information. But none of the models can be impartial. Neither the subscription model nor the advertising model will work when

Dr Santosh Kumar Mohapatra

democracy is decaying. Further many media are controlled by business/corporate behemoths who will cater to the interest of the ruling class irrespective of any model of revenue generation. In India, when regulatory bodies are packed by the persons who favour the ruling class, the subscription model can be misutilised too. The question is that in past (before 2014), media was also dependent upon advertisements as it is now, but the media had a lot of independence in the UPA era. The real problem plaguing media is the decaying of our democracy and growing authoritarianism. The journalists cannot be absolved for the present decline of the credibility of the media by making the market a scapegoat. Why did market behave differently under the present regime. However, I do not blame journalists for the present crisis as they have to save their jobs, sources of livelihoods but one cannot completely absolve them from moral responsibility by blaming the advertising business model of revenue generation. However, the national media have already undergone partial subscription mode or a combination of both the advertising model and

subscription model. Despite people being made to pay, no qualitative improvement. Poor students are affected. whether subscription model or advertising model ultimately people pay. Who bears the cost of advertisement? It is consumers. Further, people's mindsets have changed a lot and they have grown selfish and least concerned about correct information. Reading habits and intellectual pursuits have declined because genuine intellectuals are not respected today. When people are not reading newspapers or watching debates and discussions when freely available, how can they read or see when having to pay money? In the last 9 years, crores of blind followers of ruling classes have been created too who love to listen or read the news that camouflage failures of the ruling dispensation at the Centre and magnify its success. Independent and critical thinking, pro-people philosophy has been discouraged. intellectuals are writing pro – a ruling class angle instead of a pro-people angle to get a

favour. Journalists are divided into political lines. Had people complained about unethical, biased, pro-ruling/pro-corporate journalism, the media would have been forced to embrace pro-people journalism. What is disquieting is that instead of influencing people in a constructive way, the media is getting influenced by the taste and preferences of people. That is why more sensational news is shown and the culture of nudity is welcomed. Now, power, position, and wealth are getting more weightage than intellectual, creativity. Powerful people want yes people, not intellectuals. They want others should appreciate their performance instead of pointing out failures. Now, there is an unethical competition to appreciate and praise the ruling class, powerful resulting in the decimation of the voices of the voiceless. The Indian democracy is now considered as a flawed democracy in the Democracy Index produced by the Economist Intelligence Unit. According to Varieties of Democracy Report (V-Dem) 2023, India is 'One of the Worst Autocrats' in the last 10 years. India's press freedom ranking has fallen from 133 out of

180 countries in 2016 to 150 in 2022, in the World Press Index of Reporters Without Borders, or RSF, In the 2021 index, India ranked 142. India is also considered the most dangerous country for journalists. So, neither the subscription model nor the advertising model will work. Rather, in the case of the subscription model, economically

weaker sections will be affected as business ethics is drowned in commercial gimmicks and maximisation of profit is the sole objective of media houses. **The author is an Odisha-based eminent columnist/economist and social thinker. He can be reached through e-mail at skmohapatra67@gmail.com**

Letter To Editor

Sir,

Welcome move by EC

With plutocrat power being flagged off as a major concern in Karnataka, the Election Commission of India is likely to emplace further Central spectators to keep an eye on the bean expenditure of political parties and candidates. It's likely that one IRS officer will be stationed for every two Assembly constituencies to cover election expenditure. This is a welcome move by EC. Furthermore District Expenditure Monitoring panels involving State police, Excise, Investigation Directorate of the Income Tax Department, Enforcement Directorate and Financial Intelligence Unit, among others, have been set up to crack down on electoral malpractices. EC call on the number of Central spectators grounded on the need, perceptivity and assessment of the ground situation seems to be imperative and inevitable.

Vijaykumar H K Raichur, Karnataka

World Odisha Society's Member Countries Strength Touches 70

WOS Hosts Get – Together in Delhi

New Delhi: World Odisha Society (WOS) has been contributing phenomenally in uniting Odias across the Globe, observed by distinguished dignitaries. Attending a Get – Together hosted by WOS in virtual and physical platforms, Chief Guest Member of Parliament Sujeet Kumar lauded the efforts of World Odisha Society in connecting with so many countries of the World. The call of the moment is to do the Branding of quintessences of Odisha in International Arena, Shri Kumar added. Guest of Honour the Chairman of National Monuments Authority of India, Prof. Kishor Kumar Basa appealed Non – Resident Odias all over the World to dedicate themselves for the development of Odisha. Participating in the Felicitation Ceremony organised by WOS to celebrate the Birthday of WOS's Chairman Kishore Dwibedi, Former Chief

Information Commissioner of Chhattisgarh M.K.Raut emphasised that Odias world wide should think big and Diaspora's bonding and brotherhood should continue to flourish. Addressing the meeting the International Chairman of WOS Kishore Dwibedi declared that with the joining of Tanzania, Ethiopia and Germany Wos's member Countries number has been increased to Seventy. Elaborating the future Agenda of World Odisha Society, Founder of WOS Dr. Arundhati Debi, said that in 2036 when Odisha State will be celebrating 100 years of formation, we should ensure of building a new, vibrant and Golden Odisha. Attending the gathering hundreds of prominent leaders of Odia Diaspora and representatives of WOS from different countries stressed on the need of strengthening the Organisational structure of WOS, formulating



Masterplan for 2036 and carrying on championing Odia Pride in the Cosmos with holding our heads high. Badri Mahapatra from Ahmedabad, Purandar Mishra from Raipur and Paban Jain from New Delhi were felicitated during the occasion for their spectacular services in propagating Odishan Art, Culture and ethos in outside Odisha by building Jagannath temples. Other Celebrities who were

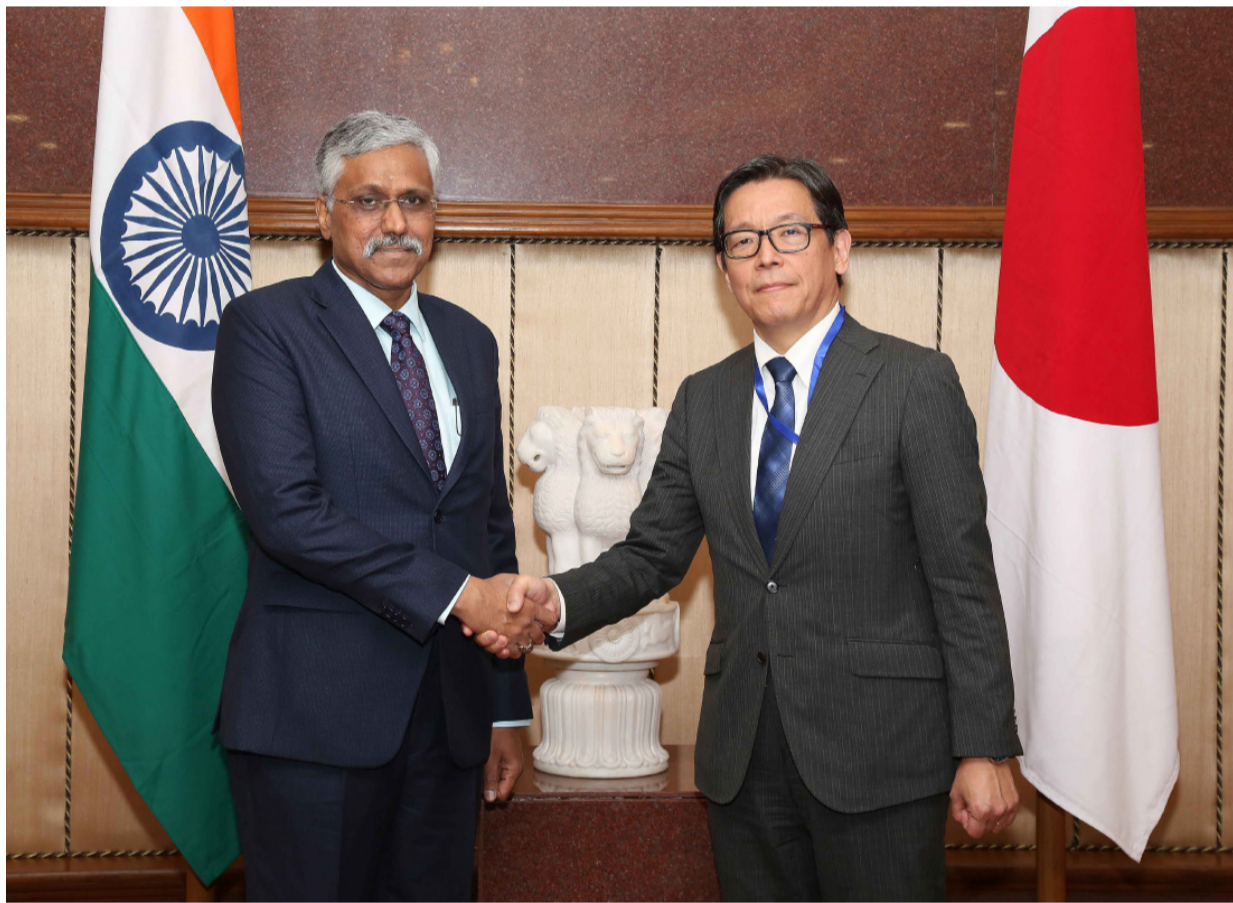
felicitated through on and offline mode for their meritorious services to the Nation include Senior Bureaucrat M.K.Raut, Former Director of NTPC Kulamani Biswal, Famous Liver specialist and Founder of Wellness Organisation Sathi Dr Ashok Choudhury, Founder of BI Professional INC. Dharendra Kar from U.S.A, Founder of Prabhu Publications from Canada Prashant Bhuyan, Renowned

Odissi Dancer Purnashree Raut, Singapore based WOS's Joint International Co – ordinator Banojini Nayak, Noted surgeon form Canada Dr Debkant Jena, President of India Japan Friendship Center Kunna Dash from Japan and President of Bhubaneswar based Kanchan Foundation Ranjan Kumar Mohapatra and Secretary Tapas Ranjan Mallick. Proposing vote of thanks President of WOS's

India Chapter Dr Bipin Mishra expressed satisfaction over overwhelming participations of NRO's from several countries and representatives of Pravasi Odia Associations in the Get – Together. At the end of the meeting Eminent Singers Anindita Das, Acharya Abhimanyu, Sachin Gained and Swapnarani Rout enthralled the audiences with their scintillating musical numbers.

Vice – President of WOS's Women's Wing Reeta Patra and WoS's Cultural General Secretary Kaveri Behera took the lead role in organising the Event. Ace anchor Ipsa Pratibimbita Sadangi conducted the proceedings of the meeting smoothly. Ankit Maurya and Nandan Dwibedi managed the digital control room ably. Prominent personalities present include President of Press Club of India Umakant Lakhera, Leading Lawyer Abani Sahu, C.A. Manoranjan Mohanty, Sudhir Dash, Dr Mukesh Jinara, Akshaya Mohanty, Bishwabhusan Sahoo and Prabir Sabat from U.S.A, Former President of Australia Odia Samaj Dr Nalini Pati, Anup Satpathy from Vizag, Khiroo Jena from Chennai, Former Director AIIMS Dr R.C.Deka, Rabinarayan Behera, Ramkrushna Dash, Hrushikesh Patra, and Manasmita Jena Nayak from Bhubaneswar, Amiya

Mishra from U.A.E, Ajay Kumar Das from Gulf, Pradeep Rath from Abudhabi, Amit Kumar Rawal from Germany, Sibarajan Biswal and Dr Jayashree Nanda from U.K., Dr. Sitansusekhar Nanda from South Korea, Senior Journalist Manas Banerjee, Priya Ranjan Dash, Sucharita Mohanty, Vinayak Das and Sangram Parhi, Nirmal Mishra and Jeet Pramanik from Mumbai, Laxminarayan Mishra from Bengaluru, Pushpanjali Barik from Kendrapada, Shrimant Biswal from Gurugram, Satyabrata Mohanty from Bhadrak, Pramod Patnaik from Nayagarh, Uma Kant Jena, Suryanarayan Mishra, Bibhu Sahoo, Bimal Bhal, Saroj Sahoo, Santosh Rout, Bishnu Pradhan, Patitapaban Patra, Priyatama Kar, Asit Kumar Kar, Gajendra Sahoo, Dr Nirmal Pattnaik, Pradyumna Sethi, Commander Jayant Panda and Gyana Jena.



he Defence Secretary, Shri Giridhar Aramane chaired a meeting to review the 7th India-Japan Defence Policy Dialogue along with the Vice Minister of Defence for International Affairs of Japan, Mr. Oka Masami, in New Delhi

185 Outsiders Bought Land In Jammu And Kashmir In Last 3 Years: Centre

New Delhi: As many as 185 people from outside Jammu and Kashmir have bought land in the Union Territory in the last three years, Rajya Sabha was informed on Wednesday. Union Minister of State for Home Nityanand Rai, however, said as per the information provided by Ladakh, no land has been bought by outsiders in the UT. "As per the information provided by the government of Jammu and Kashmir, a total of 185 people from outside the Union Territory of Jammu and Kashmir have bought land in



the UT during 2020, 2021 and 2022," he said replying to a written question. While, one person bought land in 2020, 57 bought in 2021 and 127 in 2022, he said. The Article 370, which gave special status to

Jammu and Kashmir, was scrapped on August 5, 2019, and the erstwhile state was bifurcated into two UTs -- Jammu and Kashmir and Ladakh. Following the Constitutional change in October 2020, the

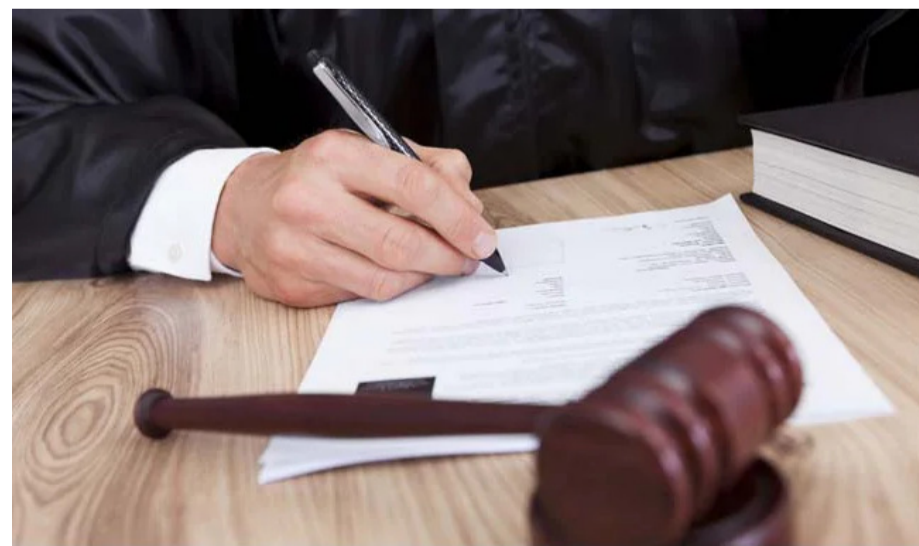
Union Home Ministry issued a notification stating that any Indian citizen can buy land, except agricultural, in municipal areas of Jammu and Kashmir without being a domicile. The minister said as per the information provided by the government of Jammu and Kashmir, a total of 1,559 Indian companies, including multinational companies, have made investments in the UT. However, no Indian companies, including multinational companies, have invested in UT of Ladakh during the last three years.

"Qualified, Capable" To Earn: Court Rejects Wife's Demand For Maintenance

New Delhi: A court in Delhi rejected a wife's application for interim monetary relief under the Protection of Women from Domestic Violence Act, saying she was highly qualified and capable of finding a source of income and allowing her maintenance would promote idleness and dependency on the husband. Metropolitan Magistrate Swayam Siddha Tripathy was hearing an application filed by the wife under the act seeking interim

maintenance of ? 50,000 per month. "The complainant (wife) is highly qualified and capable of finding a source of income for herself and allowing maintenance will only promote idleness and dependency on the husband. Therefore, I am not inclined to grant any maintenance in view of her capacity to earn," the magistrate said. Underlining that the wife's right to receive maintenance from the husband was

not "absolute", the court said the wife had to show her inability to sustain, survive, and manage even the basic necessities, besides establishing that the husband was earning and having a better lifestyle, while the wife was left fendng for herself. "The complainant has to prove that either she is not earning or her income is not sufficient to maintain the same standard of living which was provided to her in the matrimonial



house," the court said. It noted that in the present case, though the wife was an MBA graduate, qualified at par with her husband, and able-bodied, she did not choose to seek a job.

The court also noted that the husband, a qualified doctor, was presently unemployed and said he was not living a luxurious life. "Thus, both the complainant and

her husband are capable of earning but are not employed. Therefore, this argument (of not having any income) cannot be used against one unemployed spouse for providing

maintenance to the other unemployed spouse," the court said. It said the wife was unable to show that she was provided with a better standard of living at the matrimonial house and her existing "family status" did not make it believable that if maintenance was not provided, she would be reduced to destitution or vagrancy. Referring to a 2001 judgement of the Delhi High Court, the magistrate said that principles of equity must be applied in

cases of maintenance. "Equity means fairness and evenness and it cannot be applied solitarily upon the aggrieved wife. In absence of any dependent, either of the qualified spouses cannot be made responsible for the other's well-being considering that neither of them is on the verge of destitution," the magistrate said. The court also said that the wife was from a "well-to-do family" and also received compensation from her first husband.

Sahu Takes Forest Charge

Bhubaneswar: An Able Mandarin, Satyabrata Sahu has taken over as Additional Chief Secretary (ACS) of the Department of Forest, Environment and Climate Change here on 3 April. 1991 Batch IAS Shri Sahu is known for faster implementation of programs with special emphasis on 5T Framework in Government Sector. Shri Sahu received warm welcome by the Senior IFS Officers of the Department of Forest, Environment and Climate Change. Everybody is happy with Shri Sahu taking charge of the Forest, Environment and

Climate Change said a senior IFS Officer. It is expected that there will be faster development in this crucial sector, said he. ACS Shri Sahu has Team Approach and he leads from the front, said Susanta Nanda, PCCF Nodal, said sources. With allocation of more than Rs.2000 Crore for Forest, Environment and Climate Change Sector, the State Government needs faster program implementation and for this task Ace Mandarin Satyabrata Sahu was appointed as Additional Chief Secretary of the Department of Forest, Environment and Climate Change. While ACS Shri Sahu was In Charge for few months

in 2022, he speeded up various program implementation and the Department of Forest, Environment and Climate Change received boost for which State Government received laurels at national Level, officials say. Various Programs including a new Initiative - Mukhyamantri Van Surakshya Kendra will be launched in 2023 to construct 10,000 Kendras in Vana Surakshya Samiti Areas with a Project cost of Rs.500 Crore. In fact emphasis is on bringing more and more forest area under Joint Forest



management providing livelihood support to forest fringed villagers through Ama Jungle Yojana, said a senior official. In order to mitigate adverse effects of deforestation, mining and industrial activities, afforestation and improvement of Wild Life habitat are being taken up on convergence mode. More than Rs.1000 Crore will be spent under CAMPA for afforestation and wildlife care. Consolidation and Eco-Restoration work in Chilka Lagoon and Development of Eco-Tourism is a priority area, said Shri Nanda,

who is handling Chilka Development Authority as its CEO. Shri Sahu is at present ACS Revenue & Disaster Management, Literature, Odia Language & Culture and Special Relief Commissioner. With the assignment of ACS Shri Sahu in both the sectors, it is expected that there will be much better coordination among the officials of Department of Forest, Environment, Climate Change and Revenue & Disaster Management for speeding up development process in the State, pointed out a former Chief Secretary.

TRAI Seeks Rule Response

New Delhi: Telecom Regulatory Authority of India (TRAI) today released draft Telecom Regulatory Authority of India Repealing Regulations, 2023; for inviting comments of stakeholders. The TRAI notified regulation on quality of service of dial-up and leased line internet access service, 2001 (4 of 2001) on 10th December 2001.

This regulation is applicable to all the Basic Service Operators and Internet Service Providers, including the incumbent operators viz. BSNL, MTNL and VSNL. The purpose of laying down Quality of Service Parameters was to ensure customer satisfaction by laying down norms of network performance, which the service provider is required to achieve by proper dimensioning

of his network; measure the Quality of Service from time to time and to compare that with the specified norms so as to monitor the level of performance, provided by various service providers and to protect the interests of subscribers of the Internet services. It has been noticed that these regulations were issued when the dial up service was the only service available for accessing low speed internet. With the

passage of time, the telecommunication networks both wireline as well as wireless have evolved to offer high speed broadband service on xDSL, FTTH, LTE, etc, technologies. Whereas the leased line access services are generally offered by Internet Gateway Service Providers (IGSPs) holding an ISP licence to enterprises, is a Service Level Agreement (SLA)

based service. Being SLA based service, the agreement among the contracting parties has sufficient provisions to safeguard concerns regarding service quality. Hence, the regulation on quality of service of dial-up and leased line internet access service, 2001, appears to be no more relevant in the present context. In view of the above, Authority intends to repeal the Regulation on quality of service of dial-up and leased line internet access service, 2001 (4 of 2001) with effect from date of its notification in Official Gazette. The draft Telecom Regulatory Authority of India Repealing Regulations, 2022 regulation is available on TRAI website www.trai.gov.in and shall be open for comments of the stakeholders up to 17 April 2023.



Murder Of Businessman's Son In Jharsuguda: Accused Tries To Kill Self During Police Remand

Jharsuguda(KCN): Amit Sharma, one of the accused in the abduction and murder of a businessman's minor son in Odisha's Jharsuguda, today tried to kill himself at the Reserve Battalion's bathroom here during his remand period.

According to reports, Amit had gone to the bathroom this morning, during which he shattered the mirror. He then slit his wrist and throat with a piece of glass of the broken mirror.

He was rescued by cops and admitted to the Jharsuguda District Headquarters Hospital here for treatment.



Amit and Dinesh Agrawal, another accused of the murder case, were later produced before a local court.

Police had taken the duo on a three-day remand for questioning. Samarth Agrawal,

the 15-year-old son of businessman Sunit Agrawal of Sarbahal area in Jharsuguda, was allegedly kidnapped and killed over a ransom of Rs 50 lakh on March 28. His body was recovered from

Bheden area of Bargarh district. According to sources, some miscreants had allegedly abducted Samarth from Jharsuguda during the evening hours of March 27 and sought a ransom of Rs 50 lakh from his father. They killed the boy in the night hours of March 28 after the victim's family did not pay the ransom. Investigating into the case, police had apprehended Amit Kumar Sharma of Biju Nagar in Jharsuguda and Dinesh Agrawal of Gandhi Chhak area in Brajaraj Nagar.




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Mo School partners with British Council to skill children through sports

Bhubaneswar: The government of Odisha initiative Mo School Abhiyan and UK based international organisation for educational opportunities and cultural exchange British Council signed an agreement to work together on a pilot programme designed to promote sports in school education. The one-of-its-kind initiative will support primary school teachers and coaches to improve learning outcomes of students by inculcating physical and health education to further boost holistic development of children. The programme will be piloted in 30 selected government schools of Odisha which are covered under the Mo School initiative.

The Operational Alliance Agreement (OAA) has been signed

by Sri Anupam Saha, SPD-OSEPA & Member Secretary, Mo School and Rittika Chanda Parrukh, Director Education India, British Council in the presence of senior officials of Government of Odisha and British Council. The agreement will complement the existing overarching agreement between the Government of Odisha and British Council India to work together for strengthening school and mass education in Odisha.

Speaking on the new partnership, Smt. Susmita Bagchi, Chairperson, Mo School said, "We are looking forward to the collaboration with British Council as we want to equip our teachers and trainers with better tools for promoting sports activities right from the school. The collaboration will help our students to build their career in sports

and deliver quality education by giving additional focus on students' health and wellbeing. By skilling them through this programme we hope to afford them a chance to demonstrate improved skills and knowledge while also increasing awareness about how sports can be used as a tool to bring transformative change."

Alison Barrett MBE, Director India, British Council, said, "We are excited for delivering on the MoU we have with Odisha, and working again with Mo School Abhiyan for physical health and wellness of school going children. Prior to this partnership, we worked with Mo School for an English language development programme when Mo School was launched.

Stay in Charge – the OnePlus 10R 5G Launches in India

Bhubaneswar: Today, global technology brand OnePlus officially launched the OnePlus 10R in India. The OnePlus 10R is equipped with 150W SUPERVOOC Endurance Edition – the fastest wired charging ever in a OnePlus smartphone and one of the fastest wired charging standards in the industry. The device is powered by the customized and exclusive MediaTek Dimensity 8100-MAX chipset and has a 120 Hz Fluid AMOLED display, along with the largest and most advanced cooling system in any OnePlus device to date.

"The OnePlus R series exists to make the seamless integration of top-of-the-line hardware and software more accessible to a wider audience of gaming enthusiasts. The OnePlus 10R takes this concept to the next level by offering industry-leading technologies like 150W SUPERVOOC Endurance Edition at a competitive price point," said Navnit Nakra, India CEO and Head of India Region, OnePlus India. "Our fastest ever charging technology, combined with the MediaTek Dimensity 8100-MAX chipset, a high refresh rate display, and an advanced cooling system enable the OnePlus 10R to deliver truly exceptional performance."

The OnePlus 10R with 150W SUPERVOOC Endurance Edition can deliver a day's power after just 10 minutes of charging and its 4,500 mAh battery can be recharged from 1-100% in 17 minutes. 150W SUPERVOOC Endurance Edition is TÜV Rheinland certified for safe fast charging, meaning it has gone through rigorous testing to ensure the device delivers a charging experience that meets OnePlus' high standards.

JSW Paints launches its innovative product that focuses on consumers' health & well-being at home

MUMBAI: JSW Paints, India's environment-friendly paints company and part of the US \$13 billion JSW Group, has launched its product campaign focusing on the Halo Aquaglo range. JSW Paints Aquaglo is India's first water-based paint for wood & metal surfaces with Germ Block Zn2+ ion technology. Previously, Indian consumers were using solvent-based enamels, popularly known as "Oil Paint", for painting wood & metal surfaces. These contain chemicals and solvents that have a strong odour and have a high VOC (Volatile Organic Content). As a result, these paints are not recommended for kids and people with health

conditions as the solvents pollute the home with their unhealthy fumes post-application. Such paint products also take a relatively long time to dry, creating inconvenience for the family at home and can be smelly for a week or two. On the other hand, JSW Paints Aquaglo is 100% water-based, has low odour, dries quickly and is completely family-friendly. Due to its quick-drying benefit, it enables the painting to be finished in a very short time as well. It also retains its shine for a longer period.

The Aquaglo campaign brings the focus back on consumers' overall health and well-being through the Bollywood

star and JSW Paints brand ambassador, Alia Bhatt, as she urges consumers to #PaintKaGKBadha. The campaign also includes well-known artist and stand-up comedian Atul Khatri and brings to life the mass hysteria related to any new idea. Alia's reaction to the strong smell of solvent-based paint being used on her newly painted door results in a social media tsunami and a cascade of jokes & banter with everyone joining in for a laugh, misconstruing Alia's point that the oil paint on the door causes pollution, as doors cause pollution. This highlights the low level of awareness among consumers about the

availability and benefits of water-based paints for wood and metal. Aquaglo is also the first paint for wood & metal in India with Germ Block, making it very safe for the family. The campaign is on air across leading TV channels across India and Disney+ Hotstar streaming platform. The campaign is conceptualized by TBWA India According to Anuradha Bose, Chief Marketing Officer of JSW Paints, "Following the successful disruption of our Any Colour One Price initiative, we are now delighted to launch our thoughtful product innovation, Aquaglo. It aims to change yet another convention in paints of using only 'oil paint' for wood & metal.

Our new campaign draws consumers' attention to the clear benefit of adopting a water-based Aquaglo range of paints for painting wooden doors, metal grills and other such surfaces in their homes. Paint KaGKBadha is a clear call to action to make India sit up and choose wellness and comfort."

Speaking about the Aquaglo campaign's attempt to change Indian paint consumers' expectations, Govind Pandey, CEO, TBWA India said, "Paint category has been dominated by the same market leaders for decades without any real challenger. JSW Paints is the disruptor that is questioning the status quo prevailing in the industry.

Apeejay Education and AWS announce new accelerator program

Bhubaneswar: Apeejay Education, an academic institution in India established for more than 50 years, and Amazon Web Services (AWS), an Amazon.com company, today announced the launch of the National Education Policy Accelerator Program (NEPAP), an initiative to

enable academic institutions in India to align with the technology requirements documented in the Government's National Education Policy 2020 (NEP 2020). This is the first program in India to support the technology transformation of education institutions as

per the NEP 2020. The NEP 2020 aims to strengthen India's education sector that directly contributes to the country's growth and development, demonstrating the need to integrate technology in education to improve learning and teaching at all levels. The

accelerator program will address two key tenets of the NEP 2020 – on the extensive use of technology in teaching, learning, education planning, and management; and in the creation of open, interoperable, evolvable, public digital infrastructure in the

education sector to support multiple platforms and point solutions. The accelerator program will guide academic institutions on multiple aspects of the NEP 2020. It will support academic institutions by conducting digital innovation workshops to focus on

identifying and prioritizing unique challenges of the academic institutions, and co-building solutions or proof-of-concepts (POCs) using technologies such as artificial intelligence (AI) and machine learning (ML). AWS will drive these workshops based on the Amazon Working

Backwards innovation methodology, which uses design thinking to identify and define a customer-focused problem or opportunity and develop prototypes. Through the accelerator program, AWS and Apeejay Education will support academic institutions with AWS credits, capacity

building workshops, and access to dedicated resources, to build and implement the POCs. Apeejay Education will bring expertise on the use cases of digital solutions in the education sector, and support with testing the solutions to extend the reach to other institutions across India.

Odisha direct selling industry grows at 13.3%, clocks Rs 1034 cr. mark in 2020-21: Survey

Bhubaneswar: Direct selling industry in Odisha has recorded a growth rate of 13.3% despite adverse business conditions caused by the Covid-19 pandemic, reaching an all-time high of Rs 1034 cr. during the Financial Year 2020-21, according to an Annual Survey Report released by Indian Direct Selling Association (IDSA) here on Saturday.

Statistics of the report show an increase of more than Rs 121 cr. in sales over the previous FY figure of Rs 912.60 cr. and indicate that the business model remains

a popular source of a sustainable or additional revenue source in the state. Direct selling in Odisha contributed nearly Rs 150 cr. to the state exchequer as GST during the year, and it ranked fifth in terms of sales among the top 10 states of the country. With a total of around 3.34 lakh direct sellers, of which nearly 1.5 lakh are women, the state contributed around 5.72% i.e. Rs 1034 crore to the gross national sales that stood at Rs 18,067 cr. during the period compared to 5.44% in 2019-20, the report says.



The state also maintained third place in sales in the Eastern region. The region, comprised of four states

of West Bengal, Bihar, Odisha and Jharkhand, maintained its second position on the national direct selling map with a

total business turnover of Rs 4708 cr., 26.04% of the national gross sales, and over 26.57 lakh direct sellers, the report

further elaborates.

Speaking on the occasion, Shri. Surjya Nayaran Patro, Speaker, Odisha Legislative Assembly, extended his best wishes to the IDSA for releasing the Statistic Data on direct selling in Odisha. He said that direct selling is a fast growing sector in the country which is presently providing opportunities to lakhs of countrymen including state of Odisha for self-employment, start-ups, earning livelihood and alternative resources and socio-economic empowerment.

Emphasizing the need to ensure the compliance of Direct Selling Rules, notified by the Union Government to protect the consumers interests, Sh. Ranendra Pratap Swain, Minister for Food supplies, Consumer Welfare and Cooperation said, keeping in view the expansion of direct selling industry in the state, there is a need to set up a monitoring mechanism as specified in the rules, so as to protect the consumers interests. He also advised the IDSA to come forward to help the state

government in setting up of the proposed monitoring mechanism.

The other dignitaries present on the occasion were Mr. Vivek Katoch, Vice Chairman, IDSA and Prof. Bejon Misra, Advisor to the Government of Odisha. Mr. Rajat Banerji, Chairman, IDSA, said, "Odisha continues to be a key market for the direct selling industry. With a double-digit growth of over 13%, Odisha is the 5th largest market for the industry," while speaking on the occasion and the status of Direct Selling in India during FY 2020-21.

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Clinical Titans make it two in two

New Delhi: Gujarat Titans put on a clinical show with both bat and ball to pick up their second win of the season as Delhi Capitals lost again. While their bowlers did well to keep Capitals to only 162, their batters got the job in the chase with ease. Earlier in the evening, Gujarat Titans asked the Capitals to bat first at the Kotla, and once again, Shaw and Warner got off to a great start for less than 3 overs, before Shaw and Marsh departed in quick succession, courtesy some tight powerplay bowling from Mohammed Shami. Still,

the Capitals maintained a run-rate of almost 9 runs an over during the powerplay. After another failure from the top-order, Alzarri Joseph picked up two wickets in two balls, getting Warner to chop on, and then bowling a corker of a bouncer to Rossouw which resulted in a phenomenal catch by Rahul Tewatia. The experience of the bowling line-up was too much for the inexperienced lower/middle order, but Axar Patel counterattacked his way to a 22-ball 36, lifting the Capitals to 162-8 -- the lowest first-innings total in this IPL.



After Khaleel Ahmed came in for Sarfaraz Khan as the Impact Player, he was immediately taken to the

cleaners in the first over of the chase, as Saha clubbed him for a couple of fours and a six in the over, picking 14 from it.

Shubman Gill started off with a couple of boundaries off Mukesh Kumar too, and the Titans were on their way,

well up to speed with the required rate. However, Anrich Nortje rattled the stumps of Saha on his first ball, and soon knocked over Shubman Gill too. Hardik Pandya and Sai Sudarshan started to rebuild before the former was squared up and caught behind by an absolute peach by Khaleel Ahmed off the final ball of the powerplay. The two Indian batsmen started milking the bowling and kept the scoreboard ticking, and put away the bad ball to ensure the pressure built on the Capitals who didn't have a massive score on the board. However, the

runs started to slow down, and after a partnership of 53 off 44, Vijay Shankar was trapped LBW to Mitchell Marsh, bringing David Miller to the crease, for the finishing role. The arrival of Miller triggered a surge in the run-rate, as the South African finisher creamed 31 off 16 balls. Sai Sudharsan cut loose after getting to his fifty too, taking on Anrich Nortje, and ended up scoring 62 off 48, as the last 29 balls yielded 56 runs, earning the Titans a comfortable win in the end, putting them at the top of the points table. Gujarat Titans take on the

Kolkata Knight Riders at the Narendra Modi Stadium in Ahmedabad on Sunday, April 9, whereas Delhi Capitals will look to end their rut of two successive losses when they take on Rajasthan Royals in Guwahati on Saturday, April 8. Both teams are traveling, and hence have a bit of a break in the next few days. Brief Scores: Delhi Capitals 162-8 (David Warner 37, Axar Patel 36; Rashid Khan 3-31, Mohammed Shami 3-41) lose to Gujarat Titans 163-4 (Sai Sudharsan 62*, David Miller 31*, Anrich Nortje 2-31) by 6 wickets.

Shaheen Afridi returns for New Zealand white-ball games



New Delhi: Shaheen Afridi has returned to the national fold after a four-month absence as the Pakistan selectors picked a full-strength squad for the upcoming white-ball series against New Zealand at home. The decision sees Babar Azam returning as captain after being rested for the short series against Afghanistan recently. Shaheen hasn't featured for Pakistan post the T20 World Cup last year in Australia as he was completing his rehabilitation for the knee injury he had sustained. He made a successful comeback in the Pakistan Super League where he led Lahore Qalandars to the title.

Apart from Babar, Pakistan have also recalled Mohammad Rizwan, Haris Rauf and Fakhar Zaman for the upcoming series. Ihsanullah, Saim Ayub and Zaman Khan - who were given opportunities against Afghanistan - have been retained for the T20I series with Ihsanullah also receiving an ODI call-up. The series begins on April 14 in Lahore where the teams will play three T20Is before moving to Rawalpindi for the final two T20Is. Rawalpindi will also play host to the first two ODIs before the teams complete the series in Karachi where they play three more ODIs. T20I Squad: Babar

Azam (C), Shadab Khan (VC), Faheem Ashraf, Fakhar Zaman, Haris Rauf, Iftikhar Ahmed, Ihsanullah, Imad Wasim, Mohammad Haris, Mohammad Nawaz, Mohammad Rizwan, Naseem Shah, Saim Ayub, Shaheen Shah Afridi, Shan Masood and Zaman Khan
ODI Squad: Babar Azam (C), Shadab Khan (VC), Abdullah Shafique, Fakhar Zaman, Haris Rauf, Haris Sohail, Ihsanullah, Imam-ul-Haq, Mohammad Nawaz, Mohammad Rizwan, Mohammad Wasim Jnr, Naseem Shah, Salman Ali Agha, Shaheen Shah Afridi, Shan Masood and Usama Mir. Reserves: Abbas Afridi, Abrar Ahmed and Tayyab Tahir

Shreyas Iyer to go for back surgery in London; set to miss IPL 2023, WTC final

Shreyas Iyer has opted to go for a back surgery which is set to rule him out for at least three months. Iyer is set to fly to London to get operated on, a source close to him confirmed to Cricbuzz.

Hardik Pandya too had similarly flown to London for surgery, while Prasad Krishna and Jasprit Bumrah had headed to New Zealand for their surgeries. The injury is believed to be disc related, different from what the two pacers suffered from - which was stress fracture. Shreyas arrived at the decision of surgery after exhausting all possible options of conservative treatment. The time of



his surgery is yet to be decided. This rules Iyer out of the ongoing IPL 2023, where he was supposed to play for Kolkata Knight Riders. It also means that

he will miss the World Test Championship final against Australia at The Oval that starts on June. Iyer, as reported by Cricbuzz first, had delayed the call on the

surgery to see if he could have had any improvement that would have allowed him to play some cricket in the near future. However, he has now gone down the route

that would have him sidelined for a longer period as was the recommendation by the NCA earlier.

Those who have undergone the back surgery say it can only improve things and is surely a long-term solution, particularly for those who suffer regular recurrence of the ailment, something Iyer has been experiencing for the last six months or so. Iyer had to withdraw from the final Test against Australia at Ahmedabad after injuring his back at practice. It turned out to be a recurrence of an injury that had earlier forced him to miss a white ball series against New Zealand.

Dasun Shanaka to join Gujarat Titans in IPL 2023



New Delhi: Gujarat Titans have signed Sri Lankan limited overs skipper Dasun Shanaka to replace the injured Kane Williamson in IPL 2023.

Williamson suffered a knee injury on the opening night against Chennai Super Kings and wasn't available to bat. The New Zealander was subsequently ruled out of the tournament recently and

returned home. Shanaka, who has never featured in the IPL before, has now been signed for his base price of INR 50 lakh. Shanaka was in great nick with the bat recently in India as he smashed 124 runs in the T20I series at a strike rate of 187. In the same series, the Sri Lankan allrounder also hammered his second-ever hundred in international cricket.

'Tamim's wicket was huge' - Harry Tector

Dhaka: Ireland's Harry Tector believes that his side have momentum on their side after dismissing the Bangladesh openers by stumps on the opening day in the one-off Test in Dhaka. Tamim opened the innings for the hosts despite sustaining a shoulder injury while trying to take a catch near the boundary line earlier. He lost his opening partner Najmul Hossain and failed to get through to stumps unscathed as the hosts finished the day at 34/2, still trailing by 180 runs. "It was huge (the wicket of Tamim). It

was unbelievable. I think it makes the day a bit more even. We are shy with the bat but getting two wickets tonight is huge," said Tector. "It gives a lot of momentum for us tomorrow. I think that dismissal in particular, the way the ball spun and it is a good sign for us on this wicket." Tector was the sole half-centurion in the Ireland innings as he made 50 in Ireland's 214. He was one of the seven Irish players to make their debuts in the ongoing Test. "It was pretty cool. We had a bit of a ceremony



last night. There was seven of us, so presenting seven individual caps on the

morning of day one would take a bit of time. It was really special," he said.

"I am the 22nd Test player for Ireland but I am something like the 706th player to play for

Ireland overall. It is a very special achievement. We are a lucky group of players to play Test cricket." Tector said that he was not as nervous as he was before making his debut in white-ball cricket but admitted that he could have made his start count. "I wasn't as nervous as I thought I'd be. I was certainly more nervous when I was making my ODI and T20I debut. I have played a fair bit now so have the rough idea of what I am trying to do. I was more excited than nerves," said Tector.

"It is very different. I think in one sense it is a lot easier because there's a lot more gaps. You can hit the ball and get it away for four. But there's a lot of challenges with different fields. The ball does a bit more. I think this was only my 11th first-class game. I think I played one first-class game in the last four years. It certainly takes a lot of adjustment for a lot of us to shift back into red-ball cricket. Try not to hit the ball that loops up for a six and it is quite a challenge. You are trained to do that, because you play

so much T20s and one-day cricket and so big shift in mindset. We have to learn from today. "It felt good for all of it until I got out. It was a poor decision in the shot I played, not so much a decent ball. I think if I defended that, it wouldn't have got me out. A lot of learning to do across the board. I put on a good partnership with Curtis Campher. We thought we could certainly put up a good total. We probably were a bit shy of where we wanted to be with the bat," he concluded.