

Volodymyr Zelenskyy to host Lviv talks with UN chief, Turkish leader

LVIV(KCN): As a potential power broker, Turkish President Recep Tayyip Erdogan will use his first visit to Ukraine since the war started nearly six months ago to seek ways to expand the export of grain from Europe's breadbasket to the world's needy while U.N. Secretary-General António Guterres will focus on containing the volatile situation at a Russian-occupied nuclear power plant.

istry on Thursday morning claimed it targeted "a temporary base of foreign mercenaries" in the city of Kharkiv, killing 90 of them. U.N. spokesman Stephane Dujarric said the three leaders will also discuss the situation at the Russian-controlled Zaporizhzhia nuclear power plant in southern Ukraine, Europe's largest, which Moscow and Kyiv have accused each other of shelling.



Ukrainian President Volodymyr Zelenskyy is hosting both men far away from the front lines, in the western city of Lviv, where diplomatic efforts to help end the war will also be on the agenda.

Meanwhile, the screams of incoming shells still overpowered the whispers of diplomacy. A total of 11 people were killed and 40 wounded in a series of massive Russian missile strikes on Ukraine's Kharkiv region on Wednesday night and Thursday morning.

The late Wednesday attack on Kharkiv killed at least seven people, wounded 20 others and damaged residential buildings and civilian infrastructure, authorities said.

At the same time, The Russian Defense Min-

In his nightly video address Wednesday, Zelenskyy reaffirmed his demand for the Russian military to leave the plant, emphasizing "only absolute transparency and control of the situation" by, among others, the U.N.'s International Atomic Energy Agency, could guarantee a return to nuclear safety.

Russia played up the threats the plant posed in wartime. Lt. Gen. Igor Kirillov, the commander of the Russian military's radiological, chemical and biological protection forces, charged that the Ukrainian troops were planning to strike the plant again on Friday while Guterres will still be visiting Ukraine in order to accuse Russia of nuclear terrorism. Ukraine has steadfastly denied that it's targeting the plant.

Kirillov said an emergency at the plant could see "a discharge of radioactive substances into the atmosphere and spreading them to hundreds of kilometers away ... An emergency of this kind will

Pact with Bhubaneswar City Knowledge Innovation Cluster for tech innovation

BHUBANESWAR(KCN): The Science and Technology department on Wednesday inked a pact with Bhubaneswar City Knowledge Innovation Cluster (BCKIC) Foundation for the



upgradation of scientific, technological and innovation infrastructure by undertaking various joint collaborations.

BCKIC Foundation will support the execution of some of the initiatives like the formulation of science, technology and innovation policy of the State government besides promoting innovation and IP culture and technology transfer activities. Both the Science and Technology department and BCKIC Foundation will work together and share knowledge to create an impact mainly in edu-

cation, health, hygiene and sanitation, communication and the environment.

Minister for Science and Technology Ashok Chandra Panda said the initiative will help accomplish the 'Science to Society vision' of the department in strengthening the scientific capability of the State.

As part of the agreement, emphasis will be on setting up of innovation hubs and experiential learning labs at the school level to build scientific temperament along with training and capacity building, and industry-academia collaborative activities. Principal Secretary of Science and Technology department Suresh Kumar Vashishth said the objective of the collaboration is to strengthen the science and technology eco-system by increasing interaction of the academic and research institutions of the State with external stakeholders, such as industry, philanthropic organisations and entrepreneurs. Secretary of Odisha State Council on Science and Technology Puja Mishra and Chairman of BCKIC Foundation Mrutyunjay Suara signed the MoU in the presence of the Minister.

Bombing at Kabul mosque kills 21, including prominent cleric

KABUL(KCN): A bombing at a mosque in the Afghan capital of Kabul during evening prayers killed at least 21 people, including a prominent cleric, and wounded at least 33 others, eyewitnesses and police said Thursday.

There was no immediate claim of responsibility for the attack Wednesday night, the latest to strike the country in the year since the Taliban seized power. Several children were reported to be among

the wounded. The Islamic State group's local affiliate has stepped up attacks tar-



getting the Taliban and civilians since the former insurgents' takeover last

August as US and NATO troops were in the final stages of their withdrawal from the

country. Last week, the extremists claimed responsibility for killing a prominent Taliban cleric at his religious centre in Kabul. Khalid Zadran, the spokesman for Kabul's Taliban police chief, gave the figures to The Associated Press for the bombing at the Siddiquiya mosque in the city's Kher Khanna neighbourhood. An eyewitness told the AP the explosion was carried out by a suicide bomber. The slain cleric was Mullah Amir Mohammad Kabuli, the eyewitness said, speak

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President of India's Greetings on the eve of Janmashtami

"On the auspicious occasion of Janmashtami, I extend my warm greetings and best wishes to all the fellow citizens living in India and abroad.

Lord Krishna's life and teachings included the message of well being and virtue. He propagated the concept of "Nishkam Karma" and enlightened the people about the attainment of ultimate truth through the Path of 'Dharma'.

I pray that this festival of Janmashtami inspires us to follow the path of virtue in our thought, words and action".

Odisha floods: Over 2.26 lakh people marooned; situation remains grim

BHUBANESWAR: Over 2.26 lakh people in 425 villages of 10 districts have been left marooned as the flood situation in the State continued to remain grim on Wednesday. The first flood of the season has affected over

morning, the situation will ease to some extent. The flood has affected 1,757 villages under 64 blocks and 10 urban local bodies in 12 districts. So far, 53,866 people have been evacuated to safer places and 158 free kitchens have been opened for them, he said.



As per latest information, over 1,444 houses have been damaged and 34,701 hectare crop area has been damaged due to the flood. Flood waters breached two more river embankments - Kushabhadra near Tendiakuda in Puri and Mahanadi near Teramanapur in Jagatsinghpur - on Wednesday. On Tuesday, breaches were reported at two places in the Mahanadi river system - one in

Makara river in Puri district and the other at Rajua Raiki in Khurda district. Two senior officers, Additional Chief Secretary in Revenue and Disaster Management department Satyabrata

4.67 lakh people in 12 districts, Special Relief Commissioner (SRC) PK Jena told mediapersons here.

The SRC, however, said that peak flood waters have started receding and by Thursday

Makara river in Puri district and the other at Rajua Raiki in Khurda district.

Two senior officers, Additional Chief Secretary in Revenue and Disaster Management department Satyabrata

Mother's school toppers meet CM Naveen Patnaik

BHUBANESWAR(KCN): Chief Minister Naveen Patnaik met the students of Mother's Public



School who topped the Class X and XII examinations this year, at Naveen Niwas on Wednesday. The students are Shreya Pattanayak and Swayanshree Gahan who passed Class X and

Indian, Chinese troops to take part in military exercises in Russia

BEIJING(KCN): China said on Wednesday that its

the military exercise in the near future, Chinese Defence

diate comments from the Indian Army or the Ministry of Defence in New Delhi on the participation of Indian soldiers at the Vostok-2022 military exercises in Russia.

Last year, India attended Exercise ZAPAD 2021 drills in Russia in which 17 countries including China and Pakistan took part.

The Vostok-2022 exercises will be held from August 30 - September 5, Russia's state-run Tass news agency reported.

The Vostok-2022



troops will take part in the Vostok-2022 military exercises in Russia to be held later this month, a drill which will also see the participation of the Indian military.

and Russian militaries and the consensus of the two sides, the Chinese People's Liberation Army (PLA) will send some troops to Russia to participate in

Ministry said in a press release.

India, Belarus, Tajikistan, Mongolia and other countries will also participate in the drills, it said. There were no imme-

Janmashtami celebrations in schools at Barbil

Barbil(KCN): Krishna Janmashtami was celebrated by the students of different school in Barbil of Keonjhar district.



Splendid and colourful performances were seen in some schools like Draupadi Devi

and Saraswoti Sishu Mandir. Students were depicted the birth of Lord Krishna with a message of victory of good over evil. Students truly communicated the message that "Every moment of life is worth a Celebration. The more you praise and celebrate life, the more there is in life to celebrate. "Children came dressed in ethnic wear as Radha and Krishna. The presentation depicted the varied images of life from birth to manhood transporting one to the world of splendour, colour, myth and legend. All students performed with beautiful presentation along with joyous melody and twirling dance

Textile Merchant Association, Cuttack celebrated the 75th independence

Cuttack(KCN):Odisha's oldest and largest textile association "Textile Merchant Association" Cuttack celebrated the 75th Amrit Mahotsav of Independence in the Textile Merchant Association office located in the local Jubilee Tower under the chairmanship of Vice President Naresh G Khatod and



under the able leadership of General Secretary Rajesh G Agrawal with great fanfare. Celebrated. The program started with the hoisting of the national flag and the tricolor. Former vice-president of the organization and well-known bhajan singer Dinesh Joshi along with all the members present sang the national anthem. Today's meeting's president Naresh ji Khatod welcomed all the members and respected guests who had come and wished everyone a very Happy Independence Day. After that, the hardworking energetic minister of the institution, Rajesh G Agrawal, laid the complete information about the progress of the institution in front of the house. He apprised the House about the work done by various committees constituted for the session 2021-23. Out of which he made special mention of the work of some committees,



in which the building committee, "BAD DEBTS RECOVERY COMMITTEE", "SOCIAL WELFARE COMMITTEE", transport committee etc. are prominent. Secretary Rajesh ji told that the building committee has made the building very beautiful and furnished by beautifying the building. He told that the Transport Committee, after interacting with various transports, made such arrangements for the members of the organization to get the goods of all the mandis at an accessible rate and also got token money for the organization from various transports. Dhanuka's role was commendable. The Secretary told that on the occasion of Amrit Mahotsav of Independence under the leadership of Welfare Committee, the organization also fulfilled its social responsibilities by distributing sewing machines in Nirman Orphanage and dry ration in Apnaghar Orphanage. It is worth mentioning that the wholesale merchants of the organization supply the goods to the retail cloth shops across Odisha, out of which the money of some merchants was also sunk, which

was also recovered by the beddept committee of the institution and furthermore the merchants were told that if your payment If any trader does not give his information to the organization, we will try our best to get your payment by making every effort and if needed, the name of that trader will also be blacklisted. Despite this, if the payment is not recovered, then 2 senior lawyers and a retired judge have also been appointed by the organization for further legal action. Every effort will be made to ensure that the payment does not stop in any trader. Further, the Secretary told that all the workers and all the committees of the organization are actively doing their work. The keynote speaker of the program, Geetanjali Ben (Brahmakumari Ashram) motivated all the members about business empowerment with his motivational speech. Yes, we will bring it to the government. Shri Prahlad ji Khandelwal, Shri Nathmal ji Chanani, Shri Kamal ji Sikriya, Shri Suresh ji Kamani, Shri Subhash ji Kedia, Shri Nand Kishore ji Joshi, Shri Purshottam ji Agarwal etc. registered their presence as the honorable guests of the program. According to the glorious tradition of the institution, the elderly members of the organization, Shri Dhanraj Ji Agarwal and Shri Nandlal Ji Chaudhary were honored by presenting wreaths and bouquets. In this episode of honour, the former president of the organization, Mr. Mohanlal ji Singhi, was honored by the Chief



Minister of Rajasthan, Mr. Ashok Gehlot with the award of Rajasthan Pride, by presenting him with a wreath and giving mementos on behalf of the institution. The former vice-president of the institution, Shri Dineshji Joshi, was elected as the president of the Utkal Regional Marwari Conference and the secretary of the institution. Shri Rajeshji Agrawal, was honored by presenting a memento and a memento on behalf of the organization for becoming the organization minister of the Indian Board of Industry. Shri Soumya Ranjan ji Rout, the executive member of the organization, requested all the officials of the organization to consider the matter that the members of the organization should have their own shop at an accessible rate. In making all the above programs successful, the treasurer of the organization Saroj ji Sundarka, co-secretary Sajjan ji Agarwal, Vinay ji Jain and all the executive members Manish ji Kochhar, Manish ji Sharma, Vishnu ji Modi, Manoj ji Singhi, Somyranjan Raut and many other workers were special. Contributed. Shri Shubhakaran ji Jain conducted the meeting efficiently. In the end everyone enjoyed the delicious food together.

Arcelormittal Nippon Steel India join hands to combat Dengue

Barbil(KCN): The city this time around and in Barbil town of Keonjhar district.



unlike every year has been witnessing fewer dengue cases even though half of the monsoon season has gone by. While the Barbil municipality used to work in every ward for executing ant dengue measure some corporate houses extended their support to crab dengue. In view of the dengue outlook for 2022, the corporate house Arcelormittal Nippon Steel India is launching the annual National Dengue Prevention Campaigns. The campaign aims to rally the community to stop dengue with urgency, to prevent a surge in dengue cases. A chariot for dengue awareness is provided both in Koida town of Sundergarh district

They will conduct with have been re-



house visits in dengue clusters and areas with high Aedes aegypti mosquito population, advise residents on common mosquito breeding habitats, and share dengue prevention tips. They have provided the dengue

freshed, to raise their visibility within the community. Visual reminders such as stickers and leaflets will also be given out to residents, to help them remember to routinely check for mosquito breeding

habitats, said company officials. Laxman Mahanta, chairman, Barbil municipality dedicated the awareness chariot for Barbil resident in presence of Abhisekh Panda, executive officer, Barbil municipality, Pramod Mishra, Mines manager and Pramod Acharya, welfare officer of the company. Similarly Suresh Rai, Koida block chairman dedicated

the chariot in presence of Pallabii Raj, BDO, Koida, LD Babu, mines manager Sagasahi, Mustafiz Ahammad, welfare officer Sagasahi. Jiten Rath lead CSR coordinated both the programme.

Ahead of World Mosquito Day, Goodknight kick-starts awareness program for child health and development in Orissa

Bhubaneswar(KCN): In the run-up to World Mosquito Day (Aug 20), Goodknight, India's leading mosquito repellent brand from the house of Godrej Consumer Products Ltd (GCPL), embarked on a social program to spread awareness around child health and how disease-causing mosquitoes can impact child's well-being. This awareness initiative will be carried out in a total of eight Indian states - Bihar, Jharkhand, West Bengal, Uttar Pradesh, Maharashtra, Madhya Pradesh, Gujarat and is currently being executed through door-to-door conversations in Orissa, explaining the extent and intensity of vector-borne diseases. Vector-borne disease cases in Orissa witnessed a sharp rise in 2021. As per National Vector Borne Disease Control Programme (NVBDCP), the state reported 25503 malaria cases and 7548 dengue cases. This spurt in cases has led to cautions across the state to avert a rise in 2022. The awareness program is part of Goodknight's efforts under its campaign 'Neendo ko Nazar na lage'. The initiative is to educate parents about how uninterrupted sleep can negatively impact a child's overall well-being and development. Through this initiative, Goodknight aims to reach out to over 18 lakh people in India. Commenting on this outreach initiative, Somasree Bose Awasthi, Chief Marketing Officer, Godrej Consumer Products Ltd (GCPL), said, "Goodknight is committed to empowering families with the best of protection against mosquitoes. With this initiative, we hope to also increase awareness about the harmful effects of mosquitoes on a child's sleep and therefore, their growth. During our on-ground outreach, we realised that most people are unaware of the negative repercussions even a single mosquito can have on a child's well-being, are often misguided due to lack of information and were using ineffective solutions as repellents. Through the awareness programme, we not only hope to sensitize people but also empower them with the knowledge to support the overall development of children." Each household visit includes an informational pamphlet distribution and personal interaction as part of the on-ground activity. Goodknight has observed a positive response with high engagement from

people wishing to switch to safer, smoke-free mosquito repellents. The campaign plans to include the rural community healthcare network of Accredited Social Health Activists (ASHA workers), Anganwadi workers and midwives. This is being done to specifically reach out to mothers with little kids vulnerable to the ill effects of mosquitoes and repellents. They will be invited to attend discussions aimed at spreading awareness about the importance of nutrition, vaccination and uninterrupted sleep for the growth and overall wellbeing of children. About Godrej Consumer Products Ltd: Godrej Consumer Products is a leading emerging markets company. As part of the 125-year young Godrej Group, we are fortunate to have a proud legacy built on the strong values of trust, integrity, and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations. Today, our Group enjoys the patronage of 1.15 billion consumers globally, across different businesses. We rank among the largest Household Insecticide and Hair Care players in emerging markets. In Household Insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the Hair Care needs of women of African descent, the number one player in Hair Colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in Soaps in India and are the number one player in Air Fresheners and Wet Tissues in Indonesia. But for us, it is very important that besides our strong financial performance and innovative, much-loved products, we remain a good company. Approximately 23 per cent of the promoter holding in our Group is held in trusts that invest in the environment, health, and education. We are also bringing together our passion and purpose to make a difference through our 'Good & Green' approach to create a more inclusive and greener India. At the heart of all of this, is our talented team. We take much pride in fostering an inspiring workplace, with an agile and high-performance culture. We are also deeply committed to recognising and valuing diversity across our teams.

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Bollywood's triple crisis: No bankable stars, no original scripts, overpriced market

MUMBAI: Bollywood is facing an existential crisis it has never experienced in its lifetime. In a country where the top-end model of the Mahindra XUV700 has a waiting period extending up to February 2024, and the most recent date for a U.S. visa interview is some time in June 2024, you can just walk into a Hindi film screening anytime, anywhere, because no one's watching what's coming out of Bollywood.

With a loaded release calendar, starting with the VFX-heavy 'Brahmastra' and going up to Shah Rukh Khan's much-anticipated 'Jawan' (January 25, 2023) and the Salman Khan-starrer 'Tiger 3' (April 21, 2023), riding on its broke back, Bollywood is facing the double whammy of its established stars all seeming to be well past their sell-by date and its scriptwriters appearing to be completely out of touch with the paradigm shift in consumer preferences.

The tanking of Aamir Khan's 'Laal Singh Chaddha' and Akshay Kumar's 'Raksha Bandhan' (his third in succession) -- that too on a five-day holiday weekend with no competition from the South -- has shown Bollywood for what it is worth.

For the failing stars, the writing on the wall can't get any clearer -- either reinvent yourself, like 'tragedy king' Dilip Kumar did with his comedic reinvention in the 1967 blockbuster 'Ram Aur Shyam' (which, significantly in the context of what is happening today, was the remake of the 1964 Telugu film 'Ramudu Bheemudu'), or face the ignominy of fading away.

Audiences flock to see films with edgy scripts -- they have done it, across recent decades, from Shah Rukh Khan's 'Darr' and 'Baazigar' to Shahid Kapoor's 'Kabir Singh', to the southern hit machines 'K.G.F.: Chapter 2', 'RRR' and 'Vikram'. Or they just love getting trans-

ported to the world of fantasy, which is why the 'Baahubali' franchise has been the top of the top grossers in India, or, in the more recent past, Kichcha Sudeep's 3D sci-fi thriller 'Vikrant Rona' worked so well.

It is for this reason alone that 'Dr. Strange in the Multiverse of Madness' has done better than most Hindi films this year. It also ex-



plains the successive successes of 'Avengers: Infinity War' (2018), 'Avengers: Endgame' (2019) and 'Spider-Man: No Way Home' (2022).

ALSO READ | Return of the farmer to bollywood

What, then, are the realities that Bollywood refuses to wake up to? Trade analyst Sumit Kadel offers the following reasons:

1. Bollywood is making movies for the urban elite multiplex market, which rules out the mass audience, whose budget for an outing to the cinema is between Rs 60 and Rs 150 -- it is this audience that has given generations of Bollywood stars their blockbusters and superhits.

2. Even the multiplex audience "now wants to see films that justify, first, the commute and then the high ticket and food prices in theatres". It is cheaper for them to consume entertainment from OTT platforms, where

one password can be shared by the entire family -- and the viewing experience does not require any commute. "The average monthly occupancy of multiplexes, unsurprisingly, has come down to 15-20 per cent," Kadel commented. "That is why they are now forced to sell popcorn at exorbitant prices!"

3. The South still has a culture of single-screen cinemas with affordable ticket prices, so the films from there -- and the stars -- attract mass footfalls, which in turn leads to the creation of burgeoning fan clubs that keeps them in business. Add to this the support these films get from the South Indian diaspora across the world and you know why their makers are laughing all the way to the bank.

4. And most importantly, perhaps, Bollywood seems to be completely out of sync with how the proliferation of social media, from YouTube to TikTok, have revolutionised the entertainment preferences of Indian audiences. And this disruption of conventional entertainment preferences will be disrupted further by the penetration of 5G, which, following Prime Minister Narendra Modi's Independence Day address, has become a national mission.

"Indian audiences are now not only exposed to the best of world cinema, thanks to the Internet, they also have snackable, flash and micro content in the forms of Instagram reels and YouTube vlogs," Kadel pointed out. But, has Bollywood woken up to the ground moving below its feet? It does not seem so.

The Legend Movie Review: Saravanan's vanity project is more a vibe than a film

At one point in The Legend, which is essentially about a world-renowned scientist discovering a cure for diabetes, a newspaper headline reads, "Yes Cure Diabetes Possible." Now, this could just be brushed away as plain ignorance, but in a film that revels in its own absurdity, it leaves us with a big question -- Is Team The Legend aware of the kind of responses the film will elicit? While the jury might still be divided on this front, this gaffe was one of the many humorous sequences in The Legend, which is both a rehash of multiple plot points from blockbuster films and an extremely unique one-of-a-kind project.

Cast: Legend Saravanan, Prabhu, Urvashi Rautela, Suman, Vivek
Director: JD-Jerry

The first time we see Saravanan on screen, he is sending goons flying into the air, even as his well-gelled hair remains intact, and he is dressed straight out of a Khader Nawaz Khan Road Fashion Week. While not much can be said of his perennial poker face, his costumes are exemplary. This keenness on Saravanan's looks, styling, and wardrobe is the most focus the makers have in the film, which otherwise exists to just fill in the gaps between elaborate action set-pieces and colourful song sequences. To give credit where it's due, the makers do get the basic plot right. The 'Medical Mafia' is afraid that Saravanan's discovery would put them out of business, and they use their entire might to put a stop to it. In between all the paraphernalia, including grating intentional comedy, and hilarious unintended ones, The Legend offers us a 160-minute joyride like no other. This is neither a spoof nor a parody, and the earnestness of the established names in the film, especially Prabhu, Latha, Thambi Ramaiah, Vijayakumar, Yogi Babu, Robo Shankar, Devadarshini, and Suman lends a layer of seriousness and much-needed gravitas to The Legend. The same holds good for the brilliant technical team of the film. Harris Jayaraj is the soul of the film, and his electrifying background score reminds us of how music plays a paramount role in our acceptance of any scene. Full points to cinema-

ographer Velraj for the finery we see unfold on screen. In some projects, it is important that the audience understands that money hasn't been a limiting factor; The Legend is one such film.

The Rajinikanth template is a tried-and-tested one for any new actor trying to break into superstardom, and Saravanan is no different. The love for Rajinikanth is so much that the vital plot points, song sequences, and action set-pieces of The Legend are more like watching a watered-down version of the Superstar's



highlights reel. While the Sivaji hangover is most prevalent, we also get slight doses of Ejamaan and Muthu. But make no mistake, there is just one star in The Legend, and it is Saravanan. The Legend exists for the sole reason of Saravanan living his dream and being the star of a mass masala entertainer. He is a brilliant assembler and gets together the best possible team to make this dream into a reality. His role in The Legend is actually a relic of the past. While there are scenes where Saravanan sounds a clarion call for feminism, it is interspersed with overwhelming inanity and saccharine goodness that one of my eyes rolled so much to the back of my head, and seems to have lost its way. Who calls diabetes "A sweet suicide?" Also, if you are a person in power in a college, what would you do to do a bunch of hooligan students who sexually harass a woman, burn her house down, stomp her father to the ground, and constantly say a sing-song 'Ooh laa' at every opportune moment of depravity? Rusticate them? File a police complaint? At the very least, suspend

them? But our Saravanan, who randomly appears with a whip (why does he carry one in the first place), and pulls off an Ungal Veettu Pillai MGR, lets them go scot-free because... and wait for it... "thirundharathukku oru vaaipu". Come on!!! They aren't kids caught trying to copy in an exam. In fact, every dialogue uttered by Saravanan is either punchy or preachy. Even in the romantic portions involving two heroines -- Urvashi Rautela and Geethika Mantri who make assured debuts with their lipsyncing game mostly on point -- the dialogues are so outdated and cliched. In fact, there is hardly a scene where he just has a conversation with someone. His lines are always addressed to the gallery, who might not really buy into the concept of Saravanan as a messiah, but wouldn't really mind seeing him as a wannabe whose earnestness is infectious. Also, he gives off the vibe of being a rather nice man. In fact, in The Legend, there is a nice touch in the way they have employed sync sound to bring to life the role of the legendary Vivekh, who passed away before the film could be completed. Although his comic scenes don't really have the punch, it was nice to see him onscreen one last time. The Legend is mounted on a concept that expects the audience to root for the protagonist. However, here there is a sense of rooting, not for the character but for the textile giant Saravanan himself. It is evident that he didn't do all the stunts, especially some of the jumps because the VFX is as clear as the green screen used. But still, we clap. The lack of histrionic ability is just overwhelming. But still, we whistle. The audaciousness of the plot is laughable. But still, we hoot. The song and dance routines feel so out of place in The Legend. But still, we groove along. We have done it for innumerable star vehicles before. We have let our better senses be sidelined to allow our basest feelings to come to the fore and enjoy a film. For the uninitiated, the film might be just one big joke, but honestly, Saravanan and team clearly know what they wanted to do with The Legend. They are all in on the joke, and so are we.

How to sale?

Marketing the livestock and its products in rural context

Livestock sector play an important role in India's economy as they are the major source of food production as well as employment generation. Livestock play multifaceted role such as providing nutrition, fulfilling family need, maintaining soil fertility and playing a vital role during disaster in the disadvantage area. It provides high quality human food (milk, meat and eggs) wool, fiber and manure in addition to gainful employment and supplementary income to the vast majority of rural population. Livestock sector contributes 25 per cent of agriculture GDP and 5 per cent of the country's total GDP. It generates output worth Rs 3405 billion rupees while value of food grains was lower at Rs 3156 billion and that of fruits and vegetables combined at Rs 2088 billion. In 2009-10, livestock output was 2.5 times the value of paddy and more than three times the value of wheat. For smallholder farmers, this has been a boon, 65 per cent smallholder farmers report income from livestock and percentage share of livestock in total income is around 15.5 per cent. Rural poverty is less where farmers concentrate on livestock rather than on crops.

Marketing of livestock and livestock products is an important aspect of livestock production and management. As per reports livestock market transacts over 300 million rupees every week, provides employment to transporters, traders, value chain processors and all input suppliers apart from over 50 million rural livestock farmers. Since livestock production is traditionally a way of living for rural people, marketing system of livestock and its products in rural India is not at all organised and it do have a complete orthodox approach till now. This method of marketing is somewhat fine for the small scale producers and retailers who sale their products in a close rural ecosystem with little profit. Today the scnarion has completely changed, young entrepreneurs had shifted from subsistence farming system to commercial farming but their marketing strategy in rural context had not undergone any changes. Most of the time it has been observed that these young entrepreneurs

Letter to Editor

Control e-waste management

The management of e-waste is becoming a major issue for the nation. In order to control the e-waste, a few regulations were created. Recent regulations from the Central Pollution Control Board and the Indian government drafted that electronics manufacturing businesses to register on the website and specify their yearly goals for e-waste generation and collection. By 2023, these businesses must ensure that at least 60% of their e-waste is collected and recycled, with the goal of increasing that number to 70% and 80%, respectively, by 2024 and 2025. But companies that don't meet annual targets outlined in regulations don't appear to face harsh penalties. Companies that violate these rules ought to be subject to sanctions stringently. Therefore a steering committee led by the CPCB Chairman is needed to monitor and control the overall execution of these legislation meant for consumer electronic businesses.

Yours sincerely,
Vijaykumar H K, Raichur

are confused between the traditional marketing approach in rural area that was practised since time immemorial and the modern marketing strategy that was being applaid for goods and services in urban areas. They are completely unaware about the opportunities and challenges of rural marketing environment and they apply the urban marketing strategy which is oriented towards the interest and consumer behavior of the urban and semi-urban masses in rural context and incur heavy loss. They are of the perception that the rural market is just an extension of urba market and the same principles of urban marketing will be worth of it.

The 4 Ps of marketing that is price, product, place, and promotion have been the standard by which every marketing strategy has been developed in the past. This approach was designed for urban markets, but the distinctiveness of rural consumers that is upto marketing of livestock and their product which has its

Dr. Gyana Ranjan Mishra

villages. In case of livestock and its product marketing, availability becomes a more herculean task because organised livestock markets are very rare and if atall is their they are not available in daily basis even on weekly basis and are far from the villages. Field observations have shown that, particularly in marketing of poultry eggs, milk and fish etc where an organised distribution chain is available there is better market penetration and consumer acceptance of the product. The same kind of approach must be made for marketing of live animals and so also other live stock products.

Awareness:- Low levels of literacy remain a stumbling block for any communications message for rural consumers. However, literacy rates are rising, indicating that comprehension levels will rise, too. Though the rural population are very much accustomed to various traditional livestock products like native poultry meat, ghee, curd butter etc but they are not



core in rural ecosystem requires something differen. As per the experts the 4 As of marketing that is affordability, availability, awareness, and acceptability which has evolved as a more customer-oriented solution to designing an appropriate marketing strategy for rural markets is also highly relevant for livestock marketing.

Affordability:- It is a fact that per capita rural incomes are still only half of urban incomes, and all products and services designed for rural markets must keep affordability in mind. It is vital that the price of the livestock their product and byproduct must caters to the needs of the rural consumers in their unique environment and provides value as perceived by them. Rural consumers with their limited income are driven by the cost not by luxury and branding. Affordability here simply means that it should be within their purchasing capacity. Thus the new trend which is popular in metros, tier one and tier two cities like Kadaknath chicken meat and its eggs, A2 milk, organic milk are not so popular in rural areas because the rural consumer cannot afford it.

Availability:- Availability remains the single largest challenge for marketers across all field. Rural demography is completely different from its urban counterpart, unlike urban areas where people live in congregated places in the rural context the population is scattered across a vast land scape and no organised market place is available their. So it's very difficult for one to make its product available to the consumer in remote

habituated with other value added product like flavoured milk, ice cream, paneer, double yolk eggs, processed meat etc and reluctant to accept it. Now a days access to mass media, especially mobile phones and television makes the rural consumers exposed to the same advertising designed for urban markets, increasing the demand for livestock products and byproducts that are being consumed by urban mass, a nice example of this is the popularity of non veg first food in rural areas like Biryani, Rolls, Chowomeins etc. However, alternative rural means of communication such as wall paintings, vans, road shows, and nautankis in the local language must be utilised in order to make sufficient awareness about the health benefits of livestock products. An innovative approach would be to arrange free kitchen to popularise non conventional dishes like duck meat and egg, tea from goat/sheep and buffalo milk ect can also play an important role in creating interest amongst rural consumers for livestock products.

Acceptability:- Acceptability of any product or service vis-a-vis rural consumers is critical and its acceptance is too difficult when it comes to livestock products. As mentioned earlier, a product or service developed and designed for urban consumers may not necessarily be successful in rural markets. The rural environment must be borne in mind, in terms of their living conditions and how they would perceive and use the product. It is a common phenomenon across all level of consumers wheather rural or

urban, so far as marketing of livestock product like milk, meat, eggs, etc is concerned the greatest value addition that can be done for enhancing acceptability is its freshness. That's why even though pasturised milk and processed meat are available randomly in all corners of the city people still run to the Gwalas for fresh milk and wait for hours at the butcher shop to get fresh meat. At the same time due to lack of proper storage facility like refrigeration at home, frequent power cuts even non connectivity of electricity to some villages, processed livestock products like pasturised milk, processed meat, branded eggs don't have good market acceptance in rural areas. In case of livestock products social, cultural and religious factors are very very critical so far as acceptance is concerned. Many products and byproducts are not accepted by various community and religious group so also there is fluctuation in acceptance of the products depending on various seasons and festivals. Livestock products that show greater versatility and adaptability to rural ecosystem liike curd, ghee, butter, dry fish (Sukhua in Odia), powdered milk which doesnot need special refrigeration have an advantage over others.

As per the experts the rural market in India is now an acknowledged viable market capturing the attention of national and international marketers. It accounts for 56 per cent of India's total income, 64 per cent of expenditure, and 33 per cent of savings. Fast developments in infrastructure, household electrification, rapid growth in tele-density, and media penetration is leading to the opening up of rural markets at a fast pace. Increased purchasing power and demand for and access to new goods and brands have been observed over the past decade. The future of the rural markets is even brighter, with predictions of the present income pyramid. Over the next decade, it is also expected that rural infrastruc-ture will improve drastically, alongwith literacy, mobile and television penetration, and more income to agriculture from cash crops. If all goes well, India will emerge as the fifth largest consumer economy of the world by 2025. Indian Livestock trade although supporting over 100 million livelihoods has not attracted much of technology interface. Livestock marketing had seen least use of technology to make it efficient and effective and promote equity to farmers. Livestock haats by and large are filthy places with least business facilitation services and much underdeveloped even if we compare with grains and sometime vegetable markets. To improve such condition, a responsibility comes to each of us and Government policies. The code of conduct of marketing as well as the price of animals and their products in rural ecosystem was being determined and regulated by the villagers and vendors depending on the local socio-economic, agro-ecological and socio-cultural context and external market forces. In a nutshell, we can say at present marketing of livestock and its product in rural context was secondary to livestock production which needs to be changed. The professionals involved in livestock production and marketing and so also the policy makers must come up with suitable plans and program specifically designed for rural consumers to improve livestock production and marketing in rural environment.

The author is M.V.Sc. (Veterinary & A.H. Extension), Block Veterinary Officer, (OVS-I), Veterinary Dispensary, Satyabadi, Puri.

PM Modi retweet lights up visually-challenged student's mind

VISAKHAPATNAM: "All of us in our school are thankful to PM Narendra Modi for acknowledging our love for the nation," says Madhuri, a student of Government Residential School for Visually-Challenged Girls in

percent pass percentage. From 1996-2021, 238 students have completed their high school and many of them are now pursuing higher education while some of them are doing government and private jobs.



Visakhapatnam, whose video was retweeted by the Prime Minister a few days ago, commemorating the 75 years of Independence. Madhuri, a native of Lakshmiapuram village in Srikakulam district, is a Class IX student. "I wish to become an IAS officer and serve the poor to the best of my capacity," says Madhuri. The other students in the school expressed their desire to help their parents financially in future.

"On August 10, when India Post distributed national flags to these children, who never had the opportunity to see the national flag, they were overjoyed and celebrated the 75 years of Independence along with the rest of the country," said school principal M Maheshwara Reddy.

Speaking to TNIE, the school principal expressed his gratitude to the Prime Minister for the retweet. "It is a great pleasure and inspiration for all of us. It may not be a big thing for others, but the noble act of PM Modi inspired our students. I hope this will help the students to strive hard to achieve success and self-sufficiency, against all odds".

Established in 1987, the first Class X batch of the school passed out in 1997 with a 100

The school has a science laboratory, computer laboratory, a digital classroom, a music room and dispensary to cater to the needs of visually-challenged girls. "With financial assistance from Divis Laboratories Limited, other organisations and individuals, we are able

to provide the best possible education and amenities to the students," said Reddy. Separate records are being maintained by the school administration for funds donated by various organisations and individuals. "We will ensure transparency when it comes to donations. We disclose information regarding the donations received by the school because we respect and appreciate the donors for their contributions and it is our responsibility to ensure that the additional funds are not misused.

"Several parents are not willing to enrol their children in our school because they prefer staying close to them, even though those children aren't provided with all the required facilities. I sincerely welcome visually-challenged girls from all parts of the State to our school," he added.

Govt school for visually challenged girls in Vizag Government Residential School for Visually Challenged Girls in Visakhapatnam, which can accommodate 100 students, has 53 girls hailing from Srikakulam, Vizianagaram, Visakhapatnam, and East Godavari districts. The girls studying in the school are either completely or partially blind.

Gadkari, Chouhan dropped from BJP's top board, Laxman and Yediyurappa in

New Delhi: It was a rude awakening for a section of senior BJP leaders when the high command dropped Union minister Nitin Gadkari and Madhya Pradesh chief minister Shivraj Singh Chouhan from its parliamentary board, the highest decision-making body in the party.



Singh Lalpura.

In a major organisational reshuffle on Wednesday, the party brought in six new faces in the parliamentary board, including former Karnataka chief minister B.S. Yediyurappa and former National Minorities Commission head Iqbal

Seminar on TB Organised by REACH, Odish

The Resource Group for Education and Advocacy for Community Health (REACH) in collaboration with Odisha State TB Cell (STC) and Bhubaneswar District TB Cell(DTC) organised a consultative meeting with the newly elected Corporators of Bhubaneswar Municipal Corporation (BMC) on August 17, 2022, in Hotel Swosti Pre-

USAID supported ALLIES project intervention in the state of Odisha. The discussions at the consultation spanned the basics of TB, the disease burden and issues such as transmission, risk factors and an overview of the National TB Elimination Program (NTEP). The socio-economic implications of TB, stigma and recent developments on nutrition



mium, Bhubaneswar, with the presence of around 35 Corporators including Ms. Manjulata Kanhar, Deputy Mayor, BMC. The meeting was facilitated by the Dr.P.K. Hota, State TB Officer and officials from the State and District TB Cell. This was an attempt to bring together the elected representatives of BMC to discuss the issue of tuberculosis in Odisha and in particular to the Bhubaneswar Municipality Corporation area. The program was organized as part of the

support and private sector engagement were also discussed. Most importantly, the role of elected representatives and political commitments in TB elimination programme was highlighted in the consultation.

State TB Officer Dr.P.K.Hota said, not even single person with TB should be missed out, which has significant impact on the success of the program. Dr. S.Sundaray from DTC had updated about the district NTEP program under urban TB cell, Bhubaneswar. And Deputy Mayor Ms. Majulata Kanhar called for TB pledge on behalf of all the Present Corporators to extend their participation and support in TB program in Bhubaneswar in their Respective wards. Dr Reeta Sahoo organized this meeting on behalf of REACH Odisha. The meeting was ended with the closing remarks from Mr.Subrat Mohanty, Project Lead.

'You are minister at your home': Council Deputy Chairperson tells Maharashtra Cabinet member

MUMBAI(KCN): The Maharashtra Legislative Council on Thursday witnessed a verbal duel between Deputy Chairperson Neelam Gorhe and state Cabinet member Gulabrao Patil, an interaction during which the former rebuked the latter, saying "you are a minister at your home".

to your department. This question is related to Kesarkar's department," Gorhe told Patil. Despite the Chair's instruction to Patil to take his seat, chaos continued in the House.

Later, Gorhe said, "Gulabrao Patil ji, I have, from time to time, warned you, requested you. Take your seat immediately. What kind of behaviour is this in the House? Parliamentary Affairs Minister, can't you tell him (to behave)."



Patil, a rebel Shiv Sena MLA who is part of Chief Minister Eknath Shinde's faction, was also a minister in the previous Uddhav Thackeray government.

Seeking to reply, Patil said, "I am a minister" and added he

Member of Legislative Council (MLC) Suresh Dhas of the ruling ally Bharatiya Janata Party (BJP) later requested the deputy chairperson to expunge her remarks from Council records to which Gorhe said she will examine them.

The verbal exchange occurred when School Education Minister Deepak Kesarkar was responding to a question in the Upper House. The opposition was unsatisfied with Kesarkar's reply despite an assurance that he will hold a meeting on the issue on Tuesday. "Then Gulabrao Patil intervened and started speaking from his seat," Shiv Sena MLC Manisha Kayande said.

The intervention by Patil, the water supply and sanitation minister, further angered the opposition members who stormed into the Well of the House, leading to a brief adjournment. "The Education Minister was responding to a question. The Leader of Opposition said one minister (Patil) was bossing around. You please sit down. This question is not related

should be given a chance to speak. Gorhe lost her cool and shot back, "What if you are a minister. You are a minister at your home. Take your seat." This, however, did not go down well with Dhas, who raised the issue in the House. "I don't want to guide you (Gorhe). I don't have anything to say when you warned Gulabrao Patil. You told the parliamentary affairs minister to talk to him. I don't have anything to say about that, too. But then Gulabrao Patil said he should be given a chance to speak. At that time, you inadvertently said 'you are a minister at your home'. I request you to expunge those remarks," Dhas told the Deputy Chairperson.

On another occasion in the Upper House, Rural Development Minister Girish Mahajan, too, found himself at the receiving end of Gorhe's anger.

In response to an issue raised by NCP MLC Amol Mitkari, Gorhe told the minister not to laugh and give the reply with seriousness.

Flood hits Cuttack hard, 136 villages marooned

CUTTACK: Cuttack district has been one of the worst hit in the prevailing flood situation in the State as several areas of Banki, Damapada, Badamba, Narasinghpur, Tigiria and Athagarh blocks have been marooned. Moreover, the communication link to most of the affected villages has been snapped because of 3-5 feet of floodwater running over important roads at different places in the district. Mancheswar-Nuapatana road, Kakhadi-Bramhanabasta and old Cuttack-Sambalpur roads are submerged in Athagarh block; RD road from Talabasta to Bilipada, main roads to Kuspangi, Sukhuakhala, road from Shimilipur to Bilipada via Jorakula in Damapada block have remained cut off. Similarly, communication link to several areas in Banki remain cut off with floodwater overflowing over Huluhula Nullah near Govindpur, Chandrapa Nullah and Jatamundia bridge.

A 71-year-old man of Gayalbanka went missing after he slipped and was swept away in Mahanadi while taking bath at Devidwar ghat on Wednesday. According to a preliminary report of the district administration, as many as 1,92,624 people of 333 villages belonging to 95 gram panchayats in 11 blocks and 2 ULBs have been affected by the flood in Mahanadi and its tributary rivers such as Kathajodi, Luna, Chitroptala and Birupa. Banki, Damapada, B a d a m b a, Narasinghpur, Tigiria and Athagarh are the worst affected blocks of Cuttack district, where 136 villages have been marooned. "Many people who are found to have taken shelter on the roof of their buildings in the marooned pockets are not interested to shift to safer places," said a fire service personnel engaged in evacuation and rescue operation in Banki.

Three ODRAF teams have been deployed in Banki, Damapada and Kantapada blocks. Considering the situation, a NDRF team and two fire service response teams have also been deployed in Banki. While, 53,096 people have so far been evacuated to 80 shelters set up in the worst affected blocks, free kitchen have been set up at 35 marooned pockets for three days.

As many as 28 mobile health teams, 14 mobile veterinary teams have been deployed to provide necessary health service to people and their domestic animals, Cuttack Collector Bhabani Shankar Chayani informed. However, he added that the situation is not so dangerous as the water level is receding. District Education Officer Krushna Chandra Nayak said 96 schools have been affected

by the flood in the district where classes have been suspended. Highest 31 schools have been affected in Damapada block followed by 19 in Banki block. "All BEOs have been instructed to keep a close tab on the situation and to take immediate steps for suspension of classes if the flood situation poses threat," said Nayak.

Two stranded in Mahanadi island rescued
Cuttack : ODRAF team rescued a man and his son who were trapped in floodwaters at an island in the middle of Mahanadi river in Athagarh block on Wednesday. The rescued man Dharyadhar Dalei and his son Arjun of Kandarpur had gone to Amangei Kuda, an island in Mahanadi river near their village in a country boat for grazing their goats on August 12, but got trapped due to sudden rise in water level. On being informed, the district administration sent an ODRAF team, which started the rescue operation on Wednesday.

Schools on alert amid heavy rain forecast
Bhubaneswar: The School and Mass Education department has asked all education officers to remain prepared for heavy rains from August 18 to 20 in wake of the low pressure alert by IMD. The



district education officers, district project coordinators and block education officers have been asked not to leave their headquarters. The department has directed all the headmasters to allow use of MDM food grains, if necessary, by the district administration which will be recouped from the SRC and also allow use of school buildings for shelter and relief distribution.

OUAT issues advisory for flood-hit farmers
Bhubaneswar: The OUAT has issued an advisory to the farmers of the flood-affected areas. As kharif crops in the flood affected districts are submerged, the Directorate of Agriculture and Food Production has directed the Chief District Agriculture Officers to advise the farmers how to save the existing crops or give a plan for alternative crops after floodwater recedes. The field officials of the Agriculture department have been asked to advise the farmers to drain out the excess water and hold up the application of fertilizer and pesticide.

Odisha floods: Daya river inundates Sundarpada, many move to safer places

BHUBANESWAR(KCN): Many parts of the Capital city along the Daya river came under the grip of flood as backwater of the swollen river pushed into localities and into homes and housing complexes. Sundarpada and the nearby areas were the worst affected. Residents could be seen wading through knee-deep water on Wednesday in an effort to move to safer places. The people were forced to evacuate their houses as water entered the homes and there was power outage since Tuesday. Parents were seen carrying their children on shoulders even as Odisha Fire Service and Odisha Disaster Rapid Action Force (ODRAF) continued to carry out the rescue operations for the second consecutive day. A woman who decided to leave her house along with her family members said, "We have been staying in the area since last

in Jatni. The mother-son duo was then sent to a hospital, said an officer of the fire service department. Similarly, an elderly woman was rescued from Nischintapur village in Balipatna. "Between Wednesday morning and evening, over 70 persons have been rescued from various areas such as Balipatna and Sundarpada. About eight teams having 10 personnel each are engaged in the rescue operations in the city, which are still continuing," said an officer of fire service department. Meanwhile, the government has asked the Bhubaneswar Municipal Corporation (BMC) to carry out de-watering in the flooded areas of the city. Mahanadi backwaters flood Jobra, Sikharpur

Cuttack: Backwaters of the flooded Mahanadi inundated several areas in Jobra and Sikharpur on Wednesday. The backwaters entered the city through the sluice gate near Jobra railway lines in the morning leaving residential areas like Jobra Nua Sahi, Malha Sahi, Majhi Sahi, Tala Sahi, Dasa Sahi and Sikharpur Talasahi inundated. Residents had to erect barricades on the waterlogged roads to prevent any untoward incident. Even though the sluice gate had remained shut and three dewatering pump sets - each having 75 HP capacity - were engaged at the spot for discharge of drain water into Mahanadi, the backwaters of the river entered into the drains and flooded the residential areas. Locals alleged that the old sluice gate has weakened and does not function properly as a result of which, Mahanadi backwaters enter the city. While CMC Commissioner Nikhil Pavan Kalyan refused to comment on the issue, Mayor Subhas Singh said the CMC engineers have been instructed to drain out water from the areas.

Affordable and Sustainable Handwashing in 3 Easy Steps with Savlon Powder Handwash

Kolkata (KCN): Of all the hygiene habits, handwashing has received considerable attention in last two years and its critical role in public health is now a well-established discourse globally. But as the fear of the pandemic gradually wanes and amidst rising prices, concerns like accessibility and affordability have caused consumers to return to washing hands with just water. Good hygiene should never be compromised upon despite rising prices all around us. If you are caught in the trade-off between buying handwash or keeping your monthly budgets in order, don't think twice, choose the Savlon Powder Handwash. Backed by Savlon's trusted 99.9% germ pro-

tection, Savlon Powder Handwash addresses the issues of hygiene that remains unaddressed in many parts of the country where people are still used to washing hands by using just water. Priced at just INR 10/-, one Savlon Powder Handwash sachet makes 200ml liquid handwash that provides more than 120 washes. This reduces the cost per use to just 8 paise, which is unbeatable as compared to any other handwash available in the country. In just 3 simple steps Water-Powder-Shake, your liquid germ protection handwash is ready for use! What's more, the Powder handwash sachet reduces plastic use by 91% as compared to a 200ml handwash pump bottle. This unique pack encourages consumers to make informed, sustainable lifestyle choices without having to compromise on value. And all this in just INR 10!



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seven years. Though we have earlier also faced similar situations in the past, this time the water level has gone much higher. Ground floors of most of the buildings in Sundarpada area are left inundated with snakes also entering the houses." A resident of Hi-Tech plaza said they were not able to visit markets and purchase necessary items like milk for their children due to the flooding in the area. "The online delivery men are also not able to visit us as the locality is inundated," she said. Odisha Fire Service personnel on Wednesday rescued a woman, Sashilata Behera, and her 10-day-old infant child from Pradhan Sahi

The 5th Apex Committee Review Meeting on Coastal Security of Odisha Conducted at INS, Chilika

Khordha (KCN): The 5th Apex Committee Review Meeting on Coastal Security



namely the Indian Navy, State Government of Odisha, Coast Guard, reps of Dharma, Puri & Gopalpur Ports, SIB, ITR, Balesore Department of Fisheries and Customs. The meeting was convened as an Annual Review of Coastal



Security issues of Odisha. All key issues and development / progress made since the last review meeting were discussed and suitably addressed various challenges in the maritime domain as well as future measures and possible solutions to enhance the effectiveness of coastal. Security issues of Odisha. All key issues and development / progress made since the last review meeting were discussed and suitably addressed various challenges in the maritime domain as well as future measures and possible solutions to enhance the effectiveness of coastal.

BJP blames BJD for flood situation in Odisha

BHUBANESWAR: The BJP on Wednesday held the State government responsible for the flood situation in the lower catchment of Mahanadi river, which has affected more than 12 districts. The prevailing situation in the State is the outcome of gross misman-

agement of flood water from Hirakud dam and utter negligence of the Water Resources department to the safety of river and saline embankments, said State BJP president Samir Mohanty in a press conference here.



agement of flood water from Hirakud dam and utter negligence of the Water Resources department to the safety of river and saline embankments, said State BJP president Samir Mohanty in a press conference here.

"The BJD government has neither given a relook to the rule curve of Hirakud dam in the last 22 years nor has the Chief Minister taken a review of the safety of river embankments," Mohanty said. He said the rule curve which specifies the storage or empty space to be maintained in a reservoir during different times of the year and opening of sluice gates of a dam has to be reviewed every 10 years. The rule curve was prepared in 1962 and the last time it was

reviewed and necessary changes were made was in 1984.

Meanwhile, 38 years have passed and the BJD which is in power for more than 22 years has not bothered to re-examine the same when the water storing capacity of Hirakud dam has shrunk considerably due to siltation over the years.

The State government which waged a war against Chhattisgarh government over water sharing is unable to explain what went wrong that over two lakh people of the State are now suffering.

Blaming the government for its mismanagement of reservoir water leading to the current flood situation, Mohanty wondered where the money provisioned every year for strengthening of river and saline embankments were spent.

"It is a matter of great concern that the State government has not taken a single review on the safety of the river embankments in the last three years. Numerous breaches in river embankments in a medium scale flood is a testimony to the large scale corruption in the Water Resources department," he said. Mohanty said the State government has left the people of the affected areas to fend for themselves as the administration has failed to reach them.

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Farm loans to get 1.5 per cent interest relief

New Delhi/Chennai: The Union Cabinet, chaired by Prime Minister Narendra Modi, on Wednesday approved interest subvention of 1.5 per cent per annum on short-term agriculture loan for all financial institutions lending up to Rs 3 lakh to the farmers. The



government's decision is aimed at ensuring adequate credit flow to agriculture sector. Apart from farmers, this interest relief facility has been extended to fishery, animal husbandry and allied sectors.

The Cabinet also gave its nod for enhancing the corpus of Emergency Credit Line Guarantee Scheme (ECLGS) by Rs 50,000 crore for increasing the limit of admissible guarantees. With this, it is expected that Covid-hit sectors such as hospitality, tourism, travel and related sectors will get a much-needed relief. The enhanced credit line will be immediately available to the sector.

Briefing the media after the Cabinet meeting, Union information and broadcasting minister Anurag Thakur said, "the interest subvention of 1.5 per cent will be provided to **Mother's school toppers meet CM Naveen Patnaik**

Continued from page-1

Shreya Sripada who cleared the Class XII examination.

Shreya Pattanayak had scored 100 out of 100 in all five subjects in the CBSE board and ranked among the CBSE toppers across the country. Swayanshree secured 99.6 pc in the examination. Similarly, Shreya Sripada had scored 97 pc in Class XII examination.

The Chief Minister congratulated them and inquired about their future goals. While Shreya Patnaik aspires to become a doctor, Swayanshree wants to become a scientist. Similarly, Shreya Sripada said she wants to become a chartered accountant. The Chief Minister wished all the three girls a bright future. Principal Poly Patnaik was also present.

Bombing at Kabul mosque kills 21, including prominent cleric

Continued from page-1

ing on condition of anonymity because he was not authorized to talk to the media.

Mourners carry the body of a victim of a mosque bombing in Kabul, Afghanistan. (Photo | AP) Taliban spokesman Zabihullah Mujahid condemned the explosion and vowed that the "perpetrators of such crimes will soon be brought to justice and will be punished."

There were fears the casualty numbers could rise further. On Thursday morning, one witness to the blast who gave his name as Qyaamuddin told the AP he believed as many as 25 people may have been killed in the blast.

"It was evening prayer time, and I was attending the prayer with others, when the explosion happened," Qyaamuddin said. Some Afghans go by a single name.

AP journalists could see the blue-roofed, Sunni mosque from a nearby hillside. The Taliban parked police trucks and other vehicles at the mosque, while several men carried out one casket for a victim of the attack.

A US-led invasion toppled the previous Taliban government, which had hosted al-Qaida leader Osama bin Laden in Afghanistan, following Sept. 11, 2001, terrorist attacks in the United States.

Since regaining power, the former insurgents have faced a crippling economic crisis as the international community, which does not recognize the Taliban government, froze funding to the country. On Thursday, the Taliban hosted a gathering of 3,000 tribal elders, religious scholars and others in Kandahar, their state-run Bakhtar News Agency reported. It wasn't immediately clear what topics they planned to discuss.

Separately, the Taliban confirmed on Wednesday that they had captured and killed Mehdi Mujahid in western Herat province as he was trying to cross the border into Iran.

Mujahid was a former Taliban commander in the district of Balkhab in northern Sar-e-Pul province, and the only member of the minority Shiite Hazara community among the Taliban ranks.

Mujahid had turned against the Taliban over the past year, after opposing decisions made by Taliban leaders in Kabul.

lending institutions, including public sector banks, private sector banks, small finance banks, regional rural banks, cooperative banks, and computerised PACS for financial year 2022-23 to 2024-25."

"This interest subvention scheme will require additional budgetary provisions of Rs 34,856 crore for the period. The increase in interest subvention will ensure the sustainability of credit flow in the agriculture sector as well as the financial health of the lending institutions. Banks will be able to absorb the increase in cost of funds and will be encouraged to grant loans to farmers for short terms," he added.

"While repaying the loan in time, farmers will continue to avail short-term agriculture credit at an interest rate of 4 per cent," the minister added.

The minister further said the Cabinet also approved ECLGS scheme worth Rs 50,000 crore for hospitality, travel and tourism sectors.

By earmarking the additional amount, the limit of the ECLGS scheme has moved up from Rs 4.5 lakh crore to Rs 5 lakh crore. The additional amount of Rs 50,000 crore would be made applicable to enterprises till March 31, 2023. The government had announced the allocation in the last budget.

As ECLGS is a continuing scheme, the allocation will immediately be available for the sectors after the Cabinet nod. It does not need to be further notified.

In June last year, the finance minister had announced Rs 1.1 lakh crore loan guarantee scheme, of which Rs 50,000 crore was allocated to the healthcare sector and Rs 60,000 crore for other covid-affected sectors, including hospitality and tourism. However, the government failed to notify the scheme for the hospitality sector and the sector has not received the benefits yet.

"Several hospitality establishments cannot sustain operations without sufficient liquidity, but the extended ECLGS could help businesses buy some more time to keep the wheels in motion," said Gurbaxish Singh Kohli, vice president, Federation of Hotel & Restaurant Associations of India.

Under ECLGS, loans of Rs 3.67 lakh crore have been sanctioned till August 5, 2022 to different sectors.

Indian, Chinese troops to take part in military exercises in Russia

Continued from page-1

strategic command and staff exercise will be held under the command of the chief of Russia's General Staff, Valery Gerasimov, at 13 training grounds of the Eastern Military District, the Tass report said.

The Russian Defence Ministry stated earlier that during the drills the participating forces would practice measures to maintain military security in the eastern region.

The Chinese Defence press release said the PLA has sent personnel to participate in this exercise, which aims to deepen pragmatic and friendly cooperation with the militaries of participating countries, enhance the level of strategic coordination of all participating parties, and enhance the ability to deal with various security threats.

The drills are unrelated to the current international and regional situation, it said, apparently referring to the Ukraine war as well as the Ladakh standoff.

The eastern Ladakh border standoff erupted on May 5, 2020, following a violent clash in the Pangong lake areas.

As a result of a series of military and diplomatic talks, the two sides completed the disengagement process last year on the north and south banks of the Pangong lake and in the Gogra area.

So far, the two sides held 16 rounds of Corps Commander Level talks to resolve the prolonged standoff.

HAL to open office in Malaysia; Defence PSU eyes at South East Asian market

Kolkata: Defence PSU Hindustan Aeronautics Limited (HAL) is going to expand its

presence in Malaysia to bag overseas contracts from South East Asia. It has signed an MoU for establishing an office in Kuala Lumpur in presence of defence secretary Dr. Ajay Kumar.

The MoU was signed by HAL GM (Light Combat Aircraft) Mr Ravi K and Major (R) Mohd Husairi Bin Mat Zain of Forte Drus, the official representative of HAL in Malaysia. High Commissioner of India in Malaysia B. N. Reddy, additional secretary **Volodymyr Zelenskyy to host Lviv talks with UN chief, Turkish leader**

Continued from page-1

cause massive migration and will have more catastrophic consequences than the looming gas energy crisis in Europe."

With such stakes, the role of a go-between like Erdogan could become ever more important. Erdogan, whose nation is a member of NATO which backs Ukraine in the war, also oversees a wobbly economy that has been increasingly reliant on Russia for trade. That backdrop turns Thursday's meetings in Lviv into a walk on a diplomatic tightrope. Earlier this month, the Turkish leader met on the same issues with Russian President Vladimir Putin.

Erdogan is set to have a one-hour meeting with Zelenskyy in the early afternoon before both are joined by Guterres.

Last month, Turkey and the U.N. helped broker an agreement clearing the way for Ukraine to export 22 million tons of corn and other grain stuck in its Black Sea ports since Russia invaded Feb. 24. A separate memorandum between Russia and the U.N. aimed to clear roadblocks to shipments of Russian food and fertilizer to world markets.

The war and the blocked exports significantly exacerbated the global food crisis because Ukraine and Russia are major suppliers. Turkey is in a position to help speed up exports, which have been reduced to a trickle so far. Grain prices peaked after Russia's invasion, and while some have since returned to pre-war levels, they remain significantly higher than before the COVID-19 pandemic. Developing countries have been hit particularly hard by supply shortages and high prices. Even though ships are now leaving Russia and Ukraine, the food crisis hasn't ended.

Before his meetings, Guterres visited Ivan Franko National University of Lviv, Ukraine's oldest, and praised the role of academic institutions in building democratic institutions in a brief statement to reporters. He made no comment on the substance of the visit. If grain transports and nuclear security are issues where some progress could be made, talks about an overall end to the conflict weren't expected to yield anything substantive.

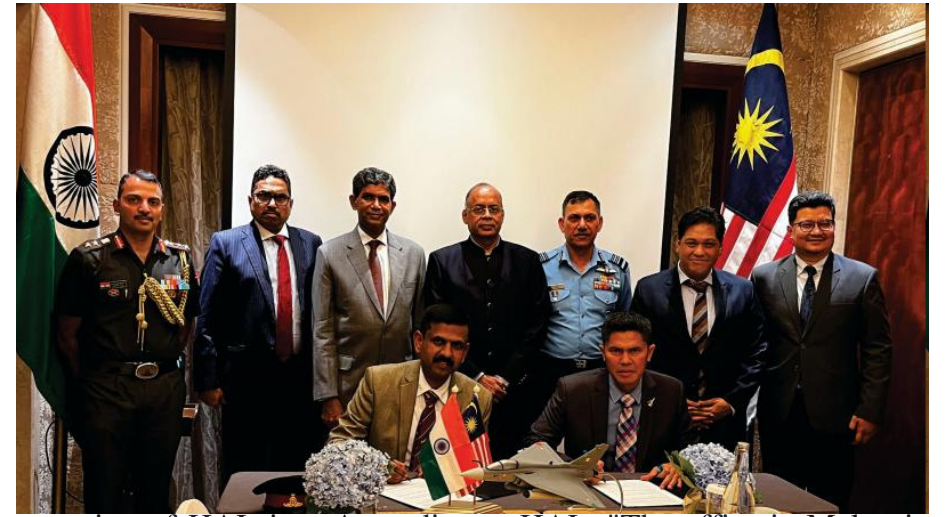
In March, Turkey hosted a round of talks between Russian and Ukrainian negotiators, who discussed a possible deal to end the hostilities. The talks fell apart after the meeting in Istanbul, with both sides blaming each other.

Erdogan has engaged in a delicate balancing act, maintaining good relations with both Russia and Ukraine. Turkey has provided Ukraine with drones, which played a significant role in deterring a Russian advance early in the conflict, but it has refrained from joining Western sanctions against Russia over the war.

Facing a major economic crisis with official inflation near 80%, Turkey increasingly relies on Russia for trade and tourism. Russian gas covers 45% of Turkish energy needs, and Russia's atomic agency is building Turkey's first nuclear power plant.

During their meeting in Sochi this month, Putin and Erdogan agreed to bolster energy, financial and other ties between their countries, raising concerns in the West that Ankara could help Moscow bypass the U.S. and European Union sanctions.

(defence production) Sanjay Jaju were present among others.



According to HAL, "The office in Malaysia will help HAL in tapping the new business opportunities for Fighter Lead-in Trainer (FLIT) LCA and other requirements of Royal Malaysian Air Force (RMAF) like Su-30 MKM and Hawk upgrades. It will reinforce commitment of India in supporting the Malaysian Defence Forces and industry for sustainable aerospace and defence landscape in Malaysia."

HAL had submitted a proposal to the Malaysian defence ministry in October of 2021 for supply of 18 FLIT LCAs against a global tender issued by RMAF. The final winner of the tender is expected to be declared soon by Malaysian authorities. LCA Tejas stands a fair chance of selection in the bid as it meets all the parameters sought by RMAF.

Further, being one of the largest producers of Russian origin Su-30 aircraft, HAL has capabilities to extend the required support to RMAF for Su-30 MKM fleet which is facing low serviceability issues due to ongoing Russia-Ukraine crisis.

HAL can also support RMAF for upgrading their Hawk fleet as well. Other HAL platforms like HTT-40, Do-228, Advanced Light Helicopter (ALH), Light Combat Helicopter (LCH) etc., have the potential to be inducted by RMAF in future.

Considering the above factors, HAL's office in Kuala Lumpur will take up market promotion of HAL's range of products and services not only in Malaysia but in the entire South East Asia. The office will also contribute in increasing serviceability of existing platforms being operated by RMAF and for neighbouring Air Forces in the region.

Odisha floods: Over 2.26 lakh people marooned; situation remains grim

Continued from page-1

Sahu and Director of Technical Education and Training G Reghu have been deputed to the worst affected Jagatsinghpur and Kendrapara districts respectively to guide and support the administrations in flood response management.

The SRC said this is the first time after 2011 that so much water flow was seen at Mundali. "However, within the next 24 hours, water flow at Mundali will reduce to 9 lakh cusecs. At present, 10.57 lakh cusecs is passing through the barrage. Water flow is reducing by 17,000 cusecs every hour and within the next few hours, the flow will further reduce by 25,000 cusecs," Jena said.

On Wednesday night, the water level in Hirakud stood at 625.95 feet against the full reservoir level of 630 feet. While 5.36 lakh cusecs water was entering the reservoir, 6.76 lakh cusecs was being discharged through 40 gates of the reservoir.

Over 2.26 lakh marooned as situation in State still grim

"District administrations and engineers of the Water Resources department are working round-the-clock to tackle the situation. Rescue operations are also underway by ODRAF, NDRF, and Fire Service personnel at different places," Jena said.

Heavy rains over the past week have also wreaked havoc in many other parts of the State. The SRC said that 353 villages in 43 blocks and eight UL Bs in Balangir, Jharsuguda, Kandhamal, Keonjhar, Koraput and Nabarangpur districts have been affected due to heavy rains triggered by back to back low pressures in the Bay of Bengal. "Over 23,800 people of these districts have been affected because of heavy rains in which over a 1,000 houses were damaged," he said.

British billionaire Jim Ratcliffe 'potential buyer' of Manchester United

LONDON: British businessman Jim Ratcliffe is "definitely a potential buyer" of Manchester United if the English football giants go on sale, a spokesman for the Ineos petrochemicals billionaire said Wednesday. Ineos was responding

"If something like this was possible, we would be interested in talking with a view to long-term ownership," the spokesman added.

The Glazers, who bought United in 2005 in a leveraged buyout that saddled the club with huge debts, have long been

United last won the Premier League in 2013 and have not lifted a major trophy since 2017, with last weekend's humiliating 4-0 loss away to Brentford leaving them bottom of England's top flight for the first time in 30 years.

"This is not about the

side FC Lausanne-Sport, the former Team Sky cycling franchise, and also sponsors Formula One constructors' world champions Mercedes.

Their interest in buying out the Glazers came after Elon Musk, the world's richest man, said he



to reports United's current owners, the US-based Glazer family, are considering selling a minority stake, with the team currently bottom of the Premier League following a woeful start to the season under new manager Erik ten Hag. The Ineos spokesman told The Times that Ratcliffe, reportedly Britain's richest man, would be prepared to buy such a stake as a prelude to assuming full control at Old Trafford.

accused of taking more out financially than they have invested in terms of transfer funds or in redeveloping the club's crumbling Old Trafford ground.

They further angered United fans by backing the failed European Super League project in April last year which would have led to the club joining a breakaway competition.

Musk says tweet about buying Manchester United was a joke

money that has been spent or not spent," the Ineos spokesman also told The Times. "Jim is looking at what can be done now and, knowing how important the club is to the city, it feels like the time is right for a reset."

United fan Ratcliffe failed with a late bid for Premier League rivals Chelsea in May, losing out to US businessman Todd Boehly's consortium. Ineos already owns French Ligue 1 football club Nice, Swiss

had only been joking when he said he was purchasing United.

"I'm buying Manchester United ur welcome," the 51-year-old Musk tweeted only to follow-up several hours later Tuesday by saying: "No, this is a long-running joke on Twitter. I'm not buying any sports teams."

Musk, who is embroiled in a lawsuit over his bid to buy Twitter, added: "Standup is my side hustle."

Nadal loss at Cincinnati secures Medvedev's No. 1 status

CINCINNATI: Rafael Nadal's disaster comeback match on Wednesday at the Cincinnati Masters leaves the Spaniard lagging in

who plays on Thursday for a quarter-final spot against Denis Shapovalov, can tighten his grip on his current top position heading into the

New York, with only one summer hardcourt match.

"In terms of New York, it's a Grand Slam, a different kind of tourna-

titles said he hopes to feed off fan energy at the US Open, where Nadal won titles in 2010, 2013, 2017 and



the chase for the top ATP ranking. Nadal was ambushed 7-6 (11/9), 4-6, 6-3 in his second-round start by Croat Borna Coric, ending his hopes of overtaking Daniil Medvedev for the world number one rankings. Top seed Medvedev,

US Open. Third-ranked Nadal was rocked by his loss after six weeks away as he healed an abdominal muscle injury that forced his withdrawal from a Wimbledon semi-final against Nick Kyrgios. Now Nadal goes into the US Open, which begins on August 29 in

ment," Nadal said. "I was only able to play two sets before this match in the last 40 days. "I know that to gain condition. I will have to (be) on the tour practicing with the guys (other players)." The 36-year-old Spaniard with 22 Grand Slam

2019. "There is an energy the crowd gives me in New York. It's a very special place for me," Nadal said. "I've had unforgettable moments there and I'm going to try my very best every single day to be ready for that."

Mohammed Siraj to play Warwickshire's last three County games

BIRMINGHAM: Indian fast bowler Mohammed Siraj will join the English county bandwagon as he gears up to play Warwickshire's last three first-class games in September.

Siraj is currently playing the ODI series in Zimbabwe but is not there in India's T20

"I can't wait to join up with the Bears squad. I have always enjoyed playing in England with India and I'm excited to experience County Cricket," Siraj said.

"Edgbaston is a world-class stadium and the atmosphere it created this year for the Test was special. I am really looking forward to



scheme of things.

"Warwickshire County Cricket Club has signed India international fast bowler Mohammed Siraj for the final three matches of the County Championship season. The 28-year-old will arrive at Edgbaston ahead of the Bears home fixture against Somerset on Monday, 12 September," the county club stated in a media release.

The right-arm fast bowler took 4/66 in the first innings of the fifth and final Test between India and England at Edgbaston in July, before adding a further six wickets in three ODI matches that followed.

A natural swinger of the ball, Siraj has played for his country 26 times in all formats, taking 56 wickets.

In total, he has taken 403 wickets in 207 career matches with 194 of those in first-class cricket.

making it my home in September and hopefully helping the Bears end the season well. I would like to extend my gratitude to both Warwickshire County Cricket Club and BCCI for this opportunity," he added.

Paul Farbrace, Director of Cricket, Warwickshire said: "Siraj is a fantastic addition to the squad and we can't wait to welcome him to Warwickshire. He is one of the best fast bowlers in the world right now and his knowledge and experience will help bring an added dimension to our line-up."

"It's been clear that we needed to strengthen our bowling attack for the crucial run-in period and I am excited to see what Siraj can do in these three games."

Siraj will be the second Indian player to represent Warwickshire this season after Krunal Pandya signed up for the Royal London Cup One Day Championship.




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