

## PRESIDENT OF INDIA GRACES 45TH CONVOCATION OF MAHATMA GANDHI KASHI VIDYAPITH

New Delhi (KCN): The President of India, Smt Droupadi Murmu graced and addressed the 45th convocation of Mahatma Gandhi Kashi Vidyapith at Varanasi today (December 11, 2023).

Speaking on the occasion, the President said that association of two Bharat Ratna with this institution is a proof of the glorious heritage of Mahatma Gandhi Kashi Vidyapith. Bharat Ratna Dr. Bhagwan Das was the first Vice Chancellor of this Vidyapith and former Prime Minister Shri Lal Bahadur Shastri was the student of the first batch of this institution. She said that it is expected from the students of this institution that they should adopt the life values ??of Shastri ji in



their conduct. The President stated that the journey of this Vidyapith began 26 years before the independence of our country, with the goals of self-reliance and Swaraj as envisioned by

Gandhiji. This university, as an institution born out of the non-cooperation movement, is a living symbol of our great freedom struggle. She said that all students of Mahatma Gandhi Kashi

Vidyapith are the flag bearers of our national ideals of the freedom struggle. The President said that the intention behind naming the Kashi Vidyapith, as Mahatma Gandhi Kashi Vidyapith,

is to express respect for the ideals of our freedom struggle. Following those ideals and making an effective contribution to the progress of the country during the Amrit Kaal will be a true tribute to the nation-building founders of the Vidyapith.

The President said that Varanasi has been the center of Indian knowledge tradition since ancient times. Even today, the institutions in this city are contributing in the promotion of modern knowledge and science. She urged students and teachers of Mahatma Gandhi Kashi Vidyapith to continue enriching the glory of their institution in keeping with the tradition of the center of knowledge.

## Supreme Court upholds abrogation of Article 370, calls for polls in J&K by September next year

New Delhi (KCN): The Supreme Court Monday upheld the government's decision to abrogate Article 370, which bestowed special status on the erstwhile state of Jammu and Kashmir, and said steps should be taken to conduct elections in the assembly by September 30 next year. Writing the judgement for himself and Justices Gavai and Surya Kant, Chief Justice of India D Y Chandrachud said Article 370 of the Constitution was a temporary provision and the president has the power to revoke it.

The apex court also upheld the validity of the decision to carve out the union territory of Ladakh from Jammu and Kashmir in August 2019. The erstwhile state of Jammu and Kashmir does not have internal sovereignty different from other states of the country, he said.

"... All provisions of the Indian Constitution can be applied to J-K," the CJI said. "We hold the exercise of



presidential power to issue constitutional order abrogating Article 370 of Constitution as valid," the CJI said. Jammu and Kashmir became an integral part of India and this is evident from Articles 1 and 370, the CJI said.

The bench comprising CJI DY Chandrachud and Justices Gavai, Surya Kant, Sanjay Kishan Kaul, and Sanjiv Khanna, assembled at 10:56am to pronounce the three separate and concurring judgements Justices Kaul and Khanna wrote their judgments separately.

The apex court reserved its verdict in the matter

September 5 after a 16-day hearing on a batch of petitions challenging the abrogation of the provisions of Article 370.

The pronouncement of the verdict by the CJI is underway.

## I-T raids on Odisha distillery enter sixth day; Rs353 cr recovered so far



Bhubaneswar / Boudh (KCN): The income-tax department continued its searches in different places linked to an Odisha-based distillery group on charges of tax evasion for the sixth consecutive day Monday after recovering unaccounted cash to the tune of Rs353 crore, the "highest-ever" haul in a single action by any probe agency in the country, officials said. During the day, officials of the income tax

department reached the Sudapada unit of the Boudh Distilleries, owned by a Congress MP's family, in Boudh district where the central agency started its search operations December 6. The raids were also conducted at Sambalpur, Titlagarh, Sundargarh, Bolangir and Bhubaneswar, the officials said.

The income tax team, accompanied by information technology professionals, have

now focused on the recovered documents after the counting of seized cash was completed Sunday night", they said. "Unaccounted cash of Rs353 crore has been counted and seized till Sunday night. This is the highest-ever haul in a single action by any probe agency in the country," one of the officials said.

Opposition BJP in Odisha Monday intensified its attack on the ruling BJD and the Odisha government, accusing them of "facilitating illegal liquor trade in the state and proliferation of black money".

BJD leaders could not be reached for comments on such allegations.

The saffron party held protests in front of all the sub-divisions across Odisha against the alleged black money

transactions.

## Mohan Yadav to be new Madhya Pradesh Chief Minister

Bhopal (KCN): Mohan Yadav, the BJP MLA from Ujjain South, will be the new Chief Minister of Madhya Pradesh, where the saffron outfit has retained power after the just-held assembly polls, party sources said Monday.

Yadav (58), an OBC leader, was elected as the BJP's legislature party leader in Madhya Pradesh at a meeting in Bhopal held in the evening in presence of central observers, they said. He was serving as minister for higher education in the outgoing Chief Minister Shivraj Singh Chouhan's cabinet.



## Two Dead, 3 Critical In Honeybee Attack In Dhenkanal

Kamakhyanagar (KCN): Two persons were killed and three others sustained serious injuries after they were attacked by a swarm of honeybees at Kadua village under Kamakhyanagar police station in Dhenkanal district on Monday.

The deceased have been identified as Jhumar Sethy and Mayadhar Dehury of Kadua village.

As per reports, a swarm of honeybees attacked the persons while they were returning from the crop fields. As a result, they suffered critical injuries. The locals rushed them to the hospital, where doctors declared the two persons dead. The other three are in critical condition.

Bhubaneswar (KCN): IMD Bhubaneswar in its midday weather bulletin of December 11 said that the lowest minimum temperature of 9.8 degrees Celsius was recorded at Keonjhar in the plains of Odisha.

The highest maximum temperature of 32.4 degrees Celsius was recorded at Paralakhemundi, weather agency added.

In the past 24 hours, moderate to dense fog has occurred at one or two places over the districts of Kandhamal and Bolangir of south interior Odisha.

IMD has predicted that

till 8:30am of December 12, shallow to moderate fog is very likely to occur in the morning at one or two places over the districts of interior Odisha.

Apart from that, dry weather is very likely to prevail over the various districts of Odisha in the upcoming three to four days.

IMD said that no large

change in minimum temperature (night) at many places over the districts of Odisha during the next five days is expected.

Over the next 24 hours, the maximum and minimum temperatures in Bhubaneswar are very likely to be around 29 degree Celsius and 16 degree Celsius respectively.

## CM Naveen Inaugurates India's Largest Sports Science Centre At Kalinga Stadium In Bhubaneswar

### Para-Athlete Performance Lab, Biomechanics Lab, Altitude Training Chamber, Cryotherapy and flotation therapy

Bhubaneswar (KCN): In a landmark step, Odisha Chief Minister Naveen Patnaik today inaugurated India's largest state-of-the-art Sports Science Centre at the Kalinga Stadium in Bhubaneswar. This centre has been established in partnership with Abhinav Bindra, India's first individual Olympic gold medalist.

This inclusive facility, designed to cater to athletes across various disciplines, is poised to become a hub for injury management, rehabilitation, recovery, and performance enhancement, catering comprehensively to the needs of sporting talent in the region while also being accessible to elite athletes of India.

This Sports Science Centre features specialised labs to ensure that athletes receive care and support tailored to their unique needs, cultivating their potential and propelling them towards excellence.

Speaking on this occasion, Chief Minister Naveen Patnaik, said



"The establishment of this Sports Science Centre marks a pivotal milestone in our commitment to nurturing sporting talent. By integrating top-notch equipment and expertise,

enabling smarter training methods. This state-of-the-art facility, the largest in the country, stands as a testament to Odisha's commitment to nurturing sporting excellence. Equipped with cutting-

edge technology, the centre incorporates the best of global best practices. The comprehensive team of experts, including biomechanists, sports scientists, physiotherapists, exercise

physiologists, strength and conditioning specialists, psychologists, nutritionists, sports masseurs, and nurses, ensures a holistic approach to athlete wellbeing and

development. Para-athletes will find a dedicated focus here, with custom-designed equipment addressing their unique needs. The facility also integrates revolutionary technologies such as anti-gravity weight-bearing, sensory deprivation, and cryogenic therapy, expediting recovery and ensuring a swift return to the field.

Chairman 5T & Nabin Odisha, V K Pandian, Sports & Youth Services Minister, Odisha, Tusharkanti Behera, Development Commissioner Anu Garg and Sports Secretary, Odisha, Vineel Krishna were present on this occasion.

### Declaration

Due to technical problem 11th December issue of The Kalinga Chronicle could not be published. Sorry for the inconvenience.

PUBLISHER

# CUO team led by Vice Chancellor attends Viksit Bharat Workshop at Raj Bhavan

**Koraput, (KCN):** A team of Faculty members of the Central University of Odisha led by Prof Chakradhar Tripathi, Hon'ble Vice Chancellor, CUO, attended a Workshop titled, 'Ideas for the Vision: Viksit Bharat @ 2047' at the Raj Bhavan, Bhubaneswar on 11 December 2023. The event was attended by the Hon'ble Prime Minister of India, Shri Narendra Modi; Hon'ble Education Minister of India, Shri Dharmendra Pradhan, Hon'ble Prime Minister, said that India



Directors and faculty of Higher Education Institutions of India in virtual mode. Shri Dharmendra Pradhan, Hon'ble Minister of Education, Government of India delivered the Welcome Address. Shri Pradhan welcomed the Hon'ble Prime Minister and said that the Ministry of Education will implement his vision of Viksit Bharat by involving youth & students in nation-building. In his address, Shri Narendra Modi, Hon'ble Prime Minister, said that India

is going through Amrit Kaal, a golden period just like she had during the struggle for independence when all the countrymen were ready to dedicate themselves to freedom.



Similarly, the youth and students should now develop innovative ideas for nation-building. Mr Modi informed that everyone can upload their ideas in a specially dedicated portal and the best ideas will be awarded. These ideas will be implemented by 2047 to make India a 'Biswa Guru'. He called upon teachers to be role models.

The Inaugural Ceremony was followed by an interactive workshop where heads and faculty of various educational institutions shared their opinions and suggestions regarding Viksit Bharat. Prof Chakradhar Tripathi was the first speaker in this session, and he explained how the CUO is working on the promotion of the Hindi language and translation of Odia literature in Hindi to take it to a worldwide audience. Dr Nirjharini Tripathi also invited teachers of Odisha to visit CUO and support education in Koraput. The session was presided over by Shri Raghubar Das, His Excellency, Governor of Odisha. The CUO faculty delegation comprised Dr. Nirjharini Tripathi, Associate Professor & HOD, Dept of English, Dr. Ramendra Padhi, Dean of Students Welfare & HoD (i/c), Dept of Education and Dr. Sourav Gupta, Nodal Officer, Ek Bharat Shreshtha Bharat & HoD (i/c), Dept of Journalism & Mass Communication. In the CUO campus at Koraput, the Faculty and students attended the live webcast of the programme.

## NTPC Kaniha conducts Management Training Program for executives



**Kaniha, (KCN):** Foundation Course in General Management for the middle level (E5) executives of NTPC Eastern Region-II concluded on Saturday. The two week training programme was conducted in association with IIM Sambalpur. The first week of Foundation Course was organized at IIM Sambalpur while the second week was conducted at Regional Learning Institute(RLI) NTPC Talcher Kaniha. The program has been attended by 20 participants from the Projects, Bongaigaon, Darlipalli, North Karanpura, Talcher Kaniha and Talcher Thermal of ER-II

Region. In concluding session, Sh. N Srinivasa Rao, ED, NTPC Kaniha had motivated the participants through his speech for channelising their acquired knowledge in various fields of work and advised to keep growing in career being agile and develop themselves continuously with Managerial and Technical knowledge simultaneously. The program was aimed at equipping the participants with contemporary management concepts, techniques, and tools for addressing the changing business landscape. A team of experts consisting of IIM Sambalpur Professors imparted the valuable knowledge to the participants. Similarly, the sessions at RLI were conducted with expert In-House Faculties of Talcher Kaniha and GM (HR), ER-2, Sh. Rajnish Rastogi, and external Faculties, Dr. K V Vidyanandan, former GM (NTPC), Sh. Ramesh Pujar, former GM (NTPC) and M/s Tanvi Consultancy Services Pvt. Ltd. The participants were exposed with global energy market analysis with the highlights on Global Energy System, Clean Energy Economy, Natural Gas Market, Building Agile Organization by adapting Agility Models, Managing conflicts for effective team performance, current and upcoming technological disruptions in line with emerging trends and applications of Block Chain in energy sector, System Design Resource Planning in post-pandemic world, Digitalization, Data visualization and interpretation, data-driven Decision-Making, AI landscape, Process innovation through operations, Change Management concepts, Finance and Accounting principles including Corporate Financial Statement analysis, capital budgeting/ project evaluation, working capital management and a glimpse of Indian Labour Laws and Labour Code.

## Workshop for Girls Students under CSR

**Kaniha:** NTPC Talcher Kaniha, as part of its Corporate Social Responsibility (CSR) initiatives, successfully organized a two-day innovation workshop named 'YUVATI' from December 8th to 9th, 2023. The program aimed at fostering awareness among adolescent girls about maintaining personal hygiene, understanding the menstrual cycle and its intricacies, guiding them on what to do and what to avoid. Additionally, the workshop emphasized the development of personality and overall growth, both physically and psychologically. Approximately 100 students from nearby upper primary and high schools of NTPC



Kaniha actively participated in the program, which took place at the Regional Learning Institute, NTPC Talcher Kaniha. The closing ceremony witnessed the presence of esteemed guests, including the Executive Director of NTPC Kaniha, Sh. NS Rao, speaking on the occasion, emphasized the importance of implementing the acquired knowledge from the program into real life, believing it to bring about a positive transformation in their personal and professional lives.

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# How to Improving Memory Retention For NEET UG Preparation



Memory retention plays a crucial role in the National Eligibility cum Entrance Test for Undergraduate, NEET UG preparation. The ability to effectively retain and recall information is essential for understanding complex concepts, solving problems, and

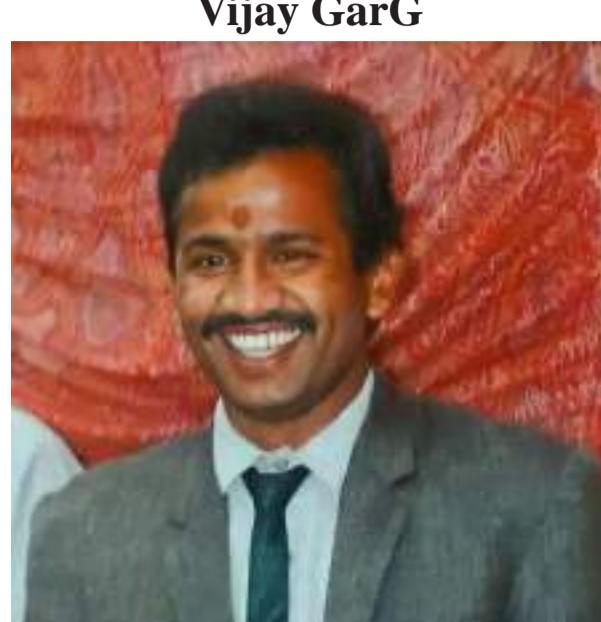
applying knowledge to real-world scenarios. NEET UG stands as the premier medical entrance exam in India, demanding strong discipline and determination. Those aspiring for NEET UG can improve their skills in storing, recalling, and using information, thereby boosting their likelihood of success in the exam and reaching their academic aspirations.

Here are 10 effective tips to boost your memory power:

**Engage Actively in Reading:** Actively interact with the material by summarizing key

points, asking questions, and creating mental maps or diagrams. This approach aids in processing and retaining information more effectively.

**Apply Mnemonics Techniques:** Use memory aids such as acronyms, rhymes, or visual associations to connect intricate concepts with familiar words or images. Mnemonics enhance memorability and facilitate easier recall. **Emphasize the Importance of Sleep:** Strive for 7-9 hours of quality sleep each night, as it plays a vital role in memory



consolidation—the transformation of short-term memories into long-term storage. **Teach Others to Reinforce Understanding:** Strengthen your own comprehension and memory retention by

explaining concepts to others. Teaching involves actively retrieving information, and deepening the learning process.

**Promote Physical Activity:** Regular exercise not only contributes to overall health but also boosts cognitive function and memory by increasing blood flow to the brain. This fosters the growth of new brain cells and enhances neural connections.

**Avoid Cramming:** Opt for spaced-out study sessions instead of cramming, as this method proves more effective for memory

consolidation and prevents rapid forgetting.

**Incorporate Regular Reviews:** Periodically revisit previously studied material to

refresh your memory and prevent information from fading. Active recall strengthens the neural pathways responsible for encoding information.

**Establish Organization:** Develop a structured study schedule and maintain a clutter-free environment to minimize distractions and enhance focus, ultimately promoting better memory retention.

**Retired Principal Educational columnist Malout Punjab**

## Our memories.....

**Prof. Dr. Jyotiranjan Champatiray**



I don't think so. Free will is the ability to decide and act free from any influence of past events or the

truth of our being. Clearly a tall order for most of us to achieve. You could argue that the above is a rather exacting definition of free will. What we commonly mean by free will is that we have a choice in most situations. For example, who you choose to marry, what profession you pursue or how you react to someone's aggression. Sounds

exactly. However, we need to be mindful of the limitations of that agency – in ourselves and in others. Ironically, the need to grow and evolve is also encoded in us. That's why we find meaning in trying our best to choose well even if there's no guarantee of the outcome of such efforts. As we embrace these insights, we give ourselves a little less



environment. It implies complete freedom to make absolutely any choice. We clearly don't have free will. Because our decisions and actions are never divorced from our past or our ecosystem. We have a conditioned mind. Our memories, past impressions and experiences bias and shape our thoughts and actions in the present. It's our karmic imprint. Not just what we are born with, but also what we accumulate while living. Alternatively, we can consider it the result of our genetic code, upbringing and environment. It's our backstory.

The only way to experience free will is to get rid of all such conditioning; to neutralise our karmic imprint; to be independent of our psychological coding. That's possible only if we can purify our mind by letting go of all our ego, attachments and fixed beliefs. Only when we can reside in

reasonable. But here's the catch. While we do have some choice in most situations, our ability to make that choice too is significantly restricted by our predispositions. Our powerful karmic imprint or our psychological coding still dictates the choice we make. Subconsciously, you are likely to fall in love with a person of a specific personality type; pursue a profession with certain specific rewards and characteristics. This applies even to our ability to bring about change within ourselves. Despite a strong resolve to be calmer, kinder or less anxious, our ability to manifest that change depends, at least partly, on our emotional and mental wiring. Perhaps that's why some people succeed in such efforts more than the others.

Does this mean we have no agency to make wise choices? Not

## HUMAN RIGHTS IN FETTERS

**Dr. Pradeep Kumar Nayak**

The concept of Human Rights gained currency after the Second World War when the United Nations adopted the Universal Declaration of Human Rights on December 10, 1948 through Resolution No. 217 with the objective of protecting the basic rights of man as a pre-condition for the personal development and dignity of life. The total number of rights christened as Human Rights that have been mentioned in the Charter of the UN are 30.

Eleanor Roosevelt, the former First Lady and the wife of former American President Franklin D. Roosevelt dubbed it "the Magna Carta for the mankind". She was the Chairperson of the Drafting Committee set up by the United Nations General Assembly to draft the international Documents enlisting human rights. Article 1 of the UDHR reads: "All human beings are born free and equal in dignity and rights." Mankind has to learn its lessons from the past. When we turn the pages of history we find examples galore as to human rights violation. The heinous slavery system in vogue in the city-states of ancient Greece and Rome was a flagrant violation of the rights of man. The slaves and their children served their masters for generations in utter humiliation and dehumanized condition. Similarly, in the ancient kingdoms around the world the kings deprived their subjects of their minimum rights and ruled over them as per their whimsical interests.

In modern time the

resulted in death and destruction. There is scant respect for human rights by both the parties. The city of Gaza under siege by Israel has turned into a hell of human misery. Shortage of basic minimum like

kept in confinement without trial for years are undoubtedly victims of human rights violation. Russian writer Aleksandr Solzhenitsyn in his book "Gulag Archipelago" has

condemnation. International Human Rights Organisations like Amnesty International and Human Rights Watch have questioned the barbaric practice of the USA Government. The Abu Ghraib Prison in



observation it is known that man is responsible for the misery of another man. Democratic rights and values such as freedom and equality that are indispensable for the personality of man are endangered under dictatorial rulers. Moreover, war, terrorism, racism, casteism, xenophobia, religious narrowness, poverty and gender bias are the factors that often lead to human rights violation. In the Russia-Ukraine war that started on February 24, 2022 bustling cities have been reduced to rubble, thousands of people have either lost their or have been maimed for life and a majority of people have lost their livelihood. Similarly, the sudden and surprising attack by the terrorist outfit HAMAS on Israel on October 7, 2023 has

food, water, medicine and shelter has drawn international attention. The worst of it is the starvation death of children and innocent people symbolizing virtual damnation in hell itself.

If human life is not respected and basic amenities of life are not fulfilled the very meaning of human rights is lost. John Locke's concept of Natural Rights which includes Right to Life, Right to Liberty and Right to Property are the necessary pre-conditions for the existence of human beings. This apart, certain socio-economic, religious and political rights constitute a congenial atmosphere for the good life of individuals in the society and the denial of the same leads to dehumanization. In this context it can be stated that prisoners

describes about the harrowing experience of political prisoners in the labour camps where forced labour and physical torture were meted out to them. The writer had been arrested in 1945 for writing against

Iraq established by the USA army during the USA-Iraq war detains hundreds of people as prisoners without trial and have subjected them to inhuman treatment for years. It is really paradoxical that the super power that spearheads Human Rights movements has been practicing an ambivalent attitude in this issue. So, it is the responsibility of every democratic country to protect human lives from state intrusion. Adequate safeguards are needed to protect the freedom of the people and the dignity of the individuals. Freedom of speech, freedom of religion and right to adequate livelihood must be ensured so that individuals can understand the meaning of Human Rights.

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## Empowering Women: SHGs as Catalysts for Change



The exorbitant cost of credit from traditional money lenders, the insufficient support from institutional credit sources and the neglect of mainstream banking institutions towards people with low incomes paved the way for the emergence of microfinance. Microfinance, a critical tool for financial inclusion, aims to provide essential financial services to those deemed unfit by conventional banking networks. This is particularly crucial for delivering affordable banking and credit services to individual borrowers and the financially marginalized poor through the innovative mechanism of group lending, primarily facilitated by Self-Help Groups (SHGs).

The foundation of these SHGs lies in fostering a sense of solidarity among women. By

providing a space for women to come together, these groups create an environment where individuals share their experiences, dreams, and challenges. This shared camaraderie becomes the bedrock for collective decision-making, enabling women to actively participate in shaping their destinies. Skill development and entrepreneurship form pivotal components of these SHGs. Women are equipped with the skills necessary to engage in various economic activities through training programs and workshops. This not only enhances their capacities but also contributes to the region's overall economic development. Microfinance through SHGs not only addresses financial needs but also enhances the status of women as active participants and decision-makers in their communities. Economic empowerment, a cornerstone of women's ability to engage freely in economic activities, encompasses the right to earn and save, entrepreneurship skills, marketing abilities, managerial capacities, and ownership of assets.

These components collectively signify progress towards economic empowerment, endorsing women's sense of agency, the right to make choices, control their lives within and outside the home, and the ability to influence social change. Women, facing credit constraints, limited access to the labour market, and unequal decision-making power within households, become the focus of poverty alleviation programs. The involvement of women in microfinance initiatives thus becomes a strategic approach to address these constraints and promote their empowerment.

In the heart of Odisha, a silent revolution is unfolding, driven by women's empowerment through Self-Help Groups (SHGs). Self-help groups (SHGs) are at the forefront of this initiative, seamlessly integrating with formal banking services to provide women access to credit facilities and financial literacy programs. This strategic move serves as a game-changer, dismantling

barriers that previously impeded women's economic independence. These groups transcend their role as mere financial entities; they serve as transformative platforms that unite women, fostering resource pooling, knowledge sharing, and collective decision-making. Odisha's SHGs serve as shining examples of how collective action and empowerment can bring about transformative change. By investing in the potential of its women, the state ensures financial inclusion and contributes to the creation of a society where women actively participate in and shape their destinies. As these SHGs continue to thrive, Odisha sets a precedent for the nation, illustrating that actual progress is achieved when every individual, especially women, can flourish.

In a transformative journey over the past six years, Odisha's Self-Help Group (SHG) loans have witnessed an unprecedented reduction in Non-Performing Assets (NPA), showcasing a remarkable

decline from 14.2% to an astonishingly low 1.99%. This significant achievement, spearheaded by Mission Shakti Secretary Sujata Rout Karthikeyan, is a testament to the state's commitment to financial inclusion and women's empowerment. For the first time in history, the credit flow to SHGs in Odisha is poised to surpass Rs 15,000 crore, marking a historic milestone in the state's efforts to uplift and strengthen its grassroots communities. Under the dynamic leadership of Sujata Rout Karthikeyan, efforts are underway to enhance credit accessibility for SHGs further, fostering economic growth and self-sufficiency.

The journey to this financial milestone has been marked by a substantial increase in credit flow, reaching an impressive Rs 11,000 crore in the fiscal year 2022-23 – a quantum leap achieved over eight years. Notably, the average loan size has experienced substantial growth, soaring from Rs 1.06 lakh in 2016-17 to Rs 3.01 lakh, underscoring the

expanding financial footprint and impact on SHGs. The quantum leap in credit flow was catalyzed by the visionary decision of the State Government to provide zero-interest loans up to Rs 5 lakh. Over the past four years, a commendable Rs 587 crore has been reimbursed directly to the bank accounts of more than 4 lakh SHGs, with Rs 216 crore injected into the system in the last year alone. This injection of funds has been a crucial driver in fueling the economic activities of SHGs, contributing to their overall growth and sustainability.

One of the most remarkable achievements in this financial narrative is the unparalleled reduction in the NPA of SHG loans. The extraordinary decline from 14.2% to 1.99% over the last six years is not only a state record but also stands as one of the lowest in the country. Further

highlighting this success is the fact that, for the first time, 1,103 Gram Panchayats (GPs) in Odisha are NPA-free, a feat acknowledged and praised by the

Government of India. Beyond financial metrics, Odisha has also made significant strides in promoting women's economic independence and decision-making. Women's usage of bank accounts has seen a commendable rise, with approximately 86.5% of women in Odisha now having their own bank or savings account. According to the National Family Health Survey (NFHS-5) report, 90.2% of families in Odisha have married women actively participating in household decisions, surpassing the national average of 88.7%. This marks a substantial improvement from the NFHS-4 report of 2015-16, which indicated that only 56.2% of women in Odisha had bank or savings accounts.

To bridge the gap and ensure financial inclusion reaches the unmet, Mission Shakti has strategically deployed over 2,318 SHG members as Business Correspondent Agents (BCAs) in unbanked Gram Panchayats across Odisha. This initiative has facilitated financial transactions and

\*Former Professor of Economics, Gokhale Institute of Politics and Economics, currently at Berhampur, Ganjam

## The western Ph.D.prototype is not utterlyappropriate for India



the continent. University and College Professors who are Ph.D. holders will improve the quality of higher education and foster innovative policies and practices to improve teaching pedagogies, learning resources and student learning growth in pre-tertiary institutions. A critical mass of intellectuals will serve as a vanguard for the social, economic and political development of the Indian continent. Traditional Ph.D.prototype In the discourse on Ph.D.'s as an imperative instrument for Indian development, what is conspicuously absent is how Ph.D.'s should be produced in order to achieve the outcomes enumerated as above. From the inception of the Ph.D. degree, Indian universities have adopted the traditional Western prototype of Ph.D. education and training without any modifications or tweaks. The traditional prototype of Ph.D. consists of four stages. The first, is the course stage which involves students attending course lectures and seminars not only in their subject areas but also in other elective areas of interest. The second, is the dissertation proposal stage. At this stage, doctoral students develop proposals for their intended dissertation, showing the rationale behind their research topic, their methodology

including reviews of the scientific literature, instruments for data collection and methods for data analysis. Dissertation proposals may be submitted to dissertation supervisors for feedback or presented to a committee of experts for approval and feedback. During the course and dissertation proposal stage doctoral students, especially full-timers, may also work as research or teaching assistants. In some cases, they may be allowed to teach undergraduate level courses. The third, comes the dissertation writing stage. This is the stage at which doctoral students collect and analyse data, structure and write their dissertations. At this stage they may concentrate fully on writing their dissertations and disconnect from other things. As they write they may submit chapters to their supervisors for feedback. The fourth, i.e., the final stage of the dissertation journey is defence. Supervisors will schedule an oral dissertation defence session moderated by a group of expert evaluators, research scholars, and post graduate students. During this session the experts will pose a series of questions to doctoral students related to their dissertation. If the evaluators unanimously agree that the dissertation

### Prof. Sunil Goyal

satisfactory, the doctoral candidate's name is sent out to the registrar to be included in the next graduating student cohort. The traditional prototype is aimed primarily at preparing candidates for teaching and research opportunities in academia and in state bureaucracy. Other sectors of society, such as private enterprises, do not tend to benefit from the doctoral graduates that are produced. In addition, teaching and bureaucracy may not dovetail with the career interests and aspirations of some doctoral graduates. It is my view that the adoption of the traditional Western prototype of Ph.D. education and training, without adaptations or tweaks, will not assist India to achieve all of the above desired outcomes. Indian universities need rather to craft and implement a new prototype of Ph.D. education and training in alignment with the needs and challenges of Indian society and economy.

Three streams

Given the contextual realities of Indian society and economic issues, an Indian prototype of Ph.D. education and training should consist of three streams: a teaching and research stream, a policy and consultancy stream, and an entrepreneurial and economic stream. This new

prototype will integrate some essential elements of the traditional Western prototype while adding other desirable features. The teaching and research stream would be for Ph.D. students who have inclinations to take up teaching in academia alongside research. They will teach higher education students, prepare teachers, head teachers and leaders of schools; write textbooks and other teaching resources, conduct research into the education system; and critique and create educational practices, teaching pedagogies and assessment modalities. The policy and consultancy stream would consist of Ph.D. students who will conduct policy research into all sectors of society, provide policy advice and recommendations to public policy makers, business leaders and organisations, including cultural organisations; perform policy analysis and research; serve as experts in policy formulation and implementation; and evaluate projects and programmes for efficiency, viability, effectiveness, and cultural relevance.

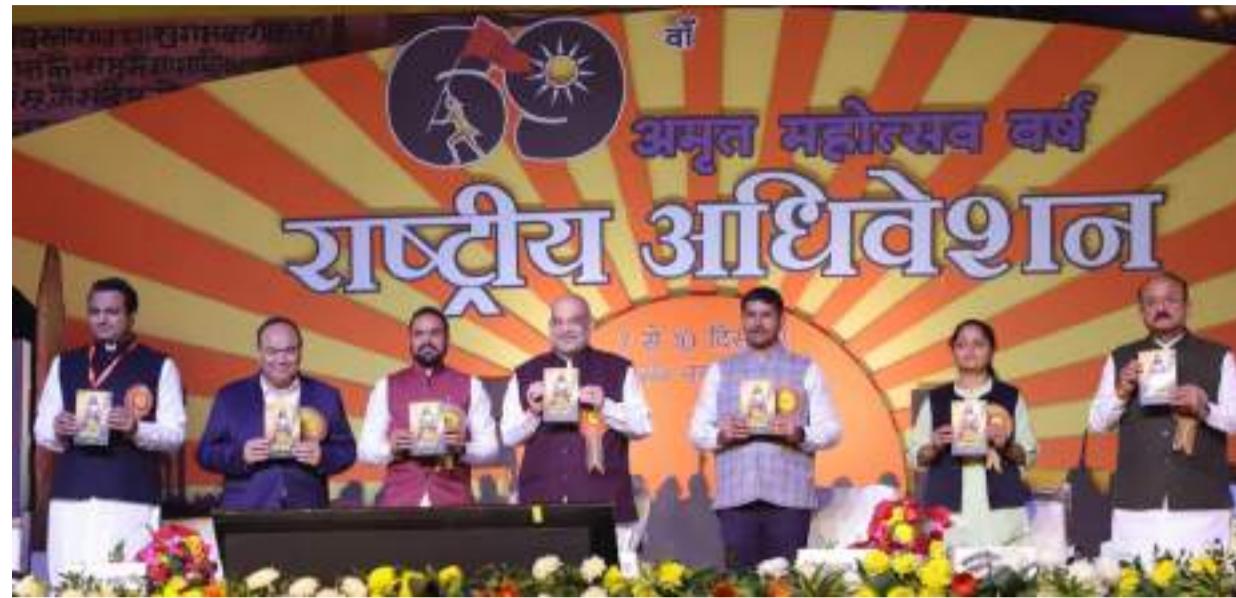
The entrepreneurial and economic stream would consist of Ph.D. students who want to develop products and services from the laboratory to the market; identify and develop markets for goods and services that

and training should not be left utterly to academics; professional practitioners have a critical role to play. Though, I have suggested three streams of Ph.D., several variations could be derived and developed. It should be rationally determined whether Ph.D. students will write traditional dissertations or develop capstone projects. Ph.D. students should learn the craft of communicating their ideas or perspectives to a community, the general public and the professional community in written and oral formats. Thus, a decision should be made in accordance with the relevant context if a minimum of one publication is enough. It should be stressed that a Ph.D. programme should be developed according to the contextual needs and realities of each Indian state. Though Indian states share different cultures, some states are economically and socially more developed than others. Lastly, the main purpose of this proposed Indian Ph.D. prototype is to start a productive conversation on what prototype of Ph.D. is appropriate for the Indian economy and society.

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# Our cultural heritage is the key to modern development: Shah.



**New Delhi (KCN):** While presiding as the chief guest at the 69th national convention of Akhil Bharatiya Vidyarthi Parishad in New Delhi on Friday, the Union Home and Cooperation Minister, and senior Bharatiya Janata Party leader Amit Shah, said, "The foundation of modern development, along with the revival of cultural heritage, has been laid in the last 9 years. It proves that our cultural heritage is the capital of our modern development;

modern development can happen only on its basis. Today, it has been proved that preserving cultural heritage and developing with modernity are not contradictory things but are both elements that support each other." Amit Shah, a senior leader of the BJP, believes that the youth constitute the backbone of any nation and play a pivotal role in propelling the country to greater heights. He emphasized the significance of the youth, stating that their

role persists until India attains self-reliance and prosperity across all domains, underscoring their crucial role in the continuous pursuit of national development. Modi has called for taking a pledge to make India the greatest nation in the world in the coming 25 years. Today, every youth of the country is determined and committed to accomplishing this. The youth who beautifies the country along with his career is the one who gets education in the true

sense. Looking at the struggle of Akhil Bharatiya Vidyarthi Parishad, it is the only student organization struggling to remove the shortcomings of the education world while simultaneously running the yajna of character building. Vidyarthi Parishad has patiently paved a path by imbibing its basic mantra of knowledge, modesty, and unity. Akhil Bharatiya Vidyarthi Parishad is not an organization; it is a movement for the

reconstruction of the nation.

Whether it is the movement for language and education or preserving culture, in every field, the Vidyarthi Parishad has conveyed to society the importance of 'self' through the youth. Under Shah's policies, with the '3D' resolution of Detect, Delete, and Deport, ABVP has worked to create public awareness against infiltration across the country.

Under the leadership of Modi and the able guidance of Amit Shah, India has reached a stage where the world looks up to India with hope, finding solutions to every problem. During the Modi-Shah era, the country witnessed a drastic shift from corruption-laden scandals to the implementation of new policies. Performance-based politics has replaced appeasement, nepotism, and caste-based politics. Therefore, to state the obvious, Modi and Shah are driving India to a new and better future.

## No Menstrual Hygiene Products At Schools Causes Girls' Absenteeism: Report



find it safer to stay at home. It is a forced choice when young girls choose security, privacy and safety of their home to manage their periods over the dismal absence of sanitation and menstrual hygiene management facilities in schools," the report said.

According to the NGO, the study was conducted in 14 districts of Assam, Bihar, Chhattisgarh, Haryana, Maharashtra, Odisha, and Tamil Nadu involving a sample size of 4,839 women and girls in 22 blocks and 84 villages covering diverse ethnicities in the country's remote areas.

The report suggested that

community toilets as well as toilets in workplaces

with washing areas, bathing cubicles and running water must be provided. "If all toilets are more menstrual hygiene management friendly and safe in terms of sanitary dignity and security to change and dispose of menstrual hygiene products, then women and girls can achieve more robust participation in education and employment.

"Schools should be

provided with separate toilets for girls with running water through tap connection and proper storage tanks," the report suggested. It further suggested that toilets in homes, public places and workplaces should be properly constructed with regular water supply.

The report stated that community and family-based taboos, alongside

patriarchal constraints such as lack of disposable income, have a constrictive influence on a woman's menstrual hygiene management. "Our data indicates that taboos, myths and social norms on menstruation across many cultures in India are restrictive enough on their own, but when these intersect with a lack of woman's financial independence, then her dignity and voice over her menstrual health and wellbeing stands compromised," the report said. According to the findings of Sulabh International, around seven per cent of women prefer to skip consulting doctors for intimate health issues related to menstruation, while 17 per cent said medical help was far away and more than 91 per cent of women said there are lack of female doctors.

## Prime Minister Speaks to Farmers Virtually, Farmers from Bankura, Beneficiaries from Cochbehar, Alipurduar, North 24 Parganas listen to Prime Minister as the Central Projects & Amenities were projected in Simple Language by PM



expressed happiness that the Panchayats have formed special committees and taken up the important role of welcoming VBSY. He also lauded the participation of school children as well as the elderly and expressed

contentment that VBSY is reaching every corner of the country. The Prime Minister today interacted with the farmers at a programme organised by Krishi Vigyan Kendra (KVK) at Pundibari area of

Swiss-Indian Chamber of Commerce India (East Chapter) launched in Kolkata to enhance Indo-Swiss Economic Collaboration

**Kolkata (PARTHA ROY):** Swiss-India Chamber of Commerce (SICC) launched its East Chapter in Kolkata on 8th December 2023, to promote exchange of information, experiences, technology & investment between Swiss and Indian companies.

SICC actively promotes collaboration between institutions of both nations. With operational hubs in Mumbai and Zurich, SICC has established chapters in key Indian cities including Mumbai, New Delhi, Bangalore, Pune and Chennai and now in Kolkata, creating a network that encompasses nearly 330 Swiss companies operating in India.

Dr. Ralf Heckner, Ambassador of Switzerland to India & Bhutan; Mr. Satish Rao, President, Swiss-India Chamber of Commerce India; Honorary Consul Mr. Umesh Chowdhury; Mr. Florin Müller, Head, Swiss Business Hub India; Dr. Goutam Bhattacharya, Partner, K&S Partners; and Dr. Rajeev Singh, Director General, Indian Chamber of Commerce were present at launching Ceremony.

Plan to set up SICC East chapter initiated during visit of Swiss Business Delegation to Sikkim and Assam in February 2023, under leadership of Ambassador Dr. Ralf Heckner. SICC Kolkata chapter will cultivate business connections in the Kolkata region.

Dr. Subrata Saha, Managing Director, K&S Partners, will serve as the president of SICC East Chapter, & Arun Chowdhury, Managing Director, Sotefin Parking, will serve as SICC East chapter vice-president.

Swiss-Indian Chamber of Commerce India, President, Satish Rao, during inaugural address, said, "On the historic year of 75th anniversary of Indo Swiss friendship treaty, we are thrilled to announce the launch of Swiss Indian Chamber of Commerce (SICC) India- East chapter in Kolkata, a significant milestone in our ongoing efforts to strengthen business ties between Switzerland and India.... West Bengal has been transforming itself rapidly into an economic powerhouse. With a combination of geographical advantages, pro-active government



polices, skilled human resources and optimum business environment, the state has emerged as a key player in the country's growth story. Moreover, its borders with Nepal, Bhutan and Bangladesh make it a leading hub of export.

With such growing business opportunities, it is prudent that the Swiss Indian Chamber of Commerce launched its chapter to support trade and investment opportunities ...to facilitate and promote business opportunities."

Ms. Meghna Shah, CEO, Swiss-Indian Chamber of Commerce India, highlighted SICC's role in enhancing trade between the two nations. She said,

"Joining SICC means becoming part of a close-knit Indo Swiss family—a community with a strong bond, common heritage and a profound sense of belonging. It's more than an association; ... SICC brings together like-minded professionals

Indian government's strategy "Look East" ... Therefore, initiatives like this will not only help companies but the country as a whole."

Ambassador of Switzerland to India and Bhutan, Dr. Ralf Heckner, in his address said, "Promoting trade is the pillar of Switzerland's foreign policy. The Indian Prime Minister's strategy to 'Look East' turned our focus towards that region. We visited the states of Assam, Sikkim and West Bengal to find increasing infrastructure, healthcare facilities and tourism. We also had the third railway dialogue this year and found a lot of Swiss businesses have interest in the sector. So, there are four verticals of interest. And this chapter will play a crucial role in bolstering bilateral trade between the two regions."

Swiss Business Hub India Head, Florin Müller, said, "We have been tasked with the job of bringing in Swiss businesses to India by providing them with the required market entry. And the efforts wouldn't have been fruitful with the aid from SICC. One of the most important aspects of business is networking and we should put impetus on that to bring businesses here."

Indian Chamber of Commerce's Director General, Dr. Rajeev Singh, said, "The new chapter shows the confidence of Switzerland in the growth of the region. Our bilateral relations are based on mutual respect and strategy. Both the governments have supported each other at the global stage...."

K&S Partners, Partner, Gautam Bhattacharya, said, "As we embark on this journey of fostering collaboration between these two nations, it is imperative to recognise the importance of intellectual property. It is an indicator of the country's progress."

Fertiliser. In both the locations the Central Bureau of Communication's regional office assisted in successfully holding the event. The ICE van of VBSY reached Alipurduar junction station of Alipurduar district today. Enthusiasm was high among common people to know more about various welfare schemes.

In Bankura district of West Bengal, the Union Minister of State for Education Dr Subhas Sarkar was present at Ban Ashuria of Gangajalghati. He said the aim of organising VBSY is to

see how the farmers of the country are benefited by the various schemes of the Union Government and also to reach those marginal farmers still unmet.

In a similar programme at Chandpara of Bongaon, North 24 Parganas, the Union Minister of State for Waterways, Ports & Shipping Shri Shantanu Thakur was present. He said, all the Ministries are working on war footing to help the country attain the status of 'Vikas Bharat' or the 'Developed Nation' by 2047 in accordance

# World Human Rights Day celebrated

**New Delhi(KCN):** The world including India which is the mother of democracy and the largest democracy of the world celebrated the world human rights day on 10th of December 2023.

Human Rights Day is observed by the International Human Rights Defenders on every year on Dec. 10. It commemorates the day in 1948 when the United Nations General Assembly adopted the Universal Declaration of Human Rights.

On 10 December every year, International Human Rights Day (Intl Human Rights Day) is observed globally to commemorate the adoption of the Universal Declaration of Human Rights by the United Nations General Assembly in 1948. The day serves as a reminder of the importance of human rights and the need to promote and protect them. In alignment with the Sustainable Development Goals (SDGs), various resources and initiatives have been developed to empower individuals, organisations, and governments in their efforts to uphold human rights. In this article, we will explore these SDG resources and insights, helping you to become an active participant in the global human rights movement.

This year, 10 December 2023, marks the 75th anniversary of one of the world's most important global declarations, the Universal Declaration of Human Rights (UDHR). The purpose of celebrating this day is to make sure that everyone knows their basic fundamental rights. Certain rights have been reserved for us that help us to live independently. The rights are distributed equally and there should be no partiality.

The Universal Declaration of Human Rights (UDHR) supports people irrespective of

their race, colour, religion, sex, language, etc. World Human Rights Day 2023 is set to be observed on Sunday, 10 December. We must spread awareness about this day and talk more about fundamental human rights. This day reminds us that all human beings have equal

Messages and words to change the world. Wish you All Happy World Human Rights Day.

**Shri Abinash S. Samanta Ray,** (Administrative Secretary H.Q. Delhi) Human Rights Day is an opportunity for everyone to reaffirm their commitment to the

advancing human rights."

**Shri Ashutosh Kumar Singh** (Odisha State President) Always be yourself and stand up for your rights as everyone has the freedom to express themselves well. Happy Human Rights Day!

**Mrs. Priyambada Nayak** (Odisha State Women President)

Human beings are born free and have the power to express their wishes. Happy Human Rights Day to everyone.

**Mrs. Sasmita Sahoo** (Odisha State Women General Secretary)

I wish you Happy Human Rights Day. I hope your rights are protected and you get happiness and peace in your State.

**Mrs. Kalpana Rout** (Odisha State Women Secretary)

Wishing you a Happy Human Rights Day on this glorious occasion. Always be yourself and stand up for your rights as everyone has the freedom to express themselves well.

**Mrs. Rajashree Mishra** (Odisha State Women Joint Secretary)

I wish you a happy Human Rights Day. May this day be an occasion to honor our rights and stand up for them and celebrate them to the fullest.

**Shri. Sanjay Kumar Pradhan** (Puri District President)

Human Rights Day reminds us of our powers to stop any injustice or abuse by any authority. Let us come together to celebrate those powerful rights.

**Mrs. Vineeta Varshney** (National Women Secretary)

When the rights of one

man are threatened, it means that the rights of every man are diminished and therefore, we all must stand for it. Happy Human Rights Day!

**Shri. Rashmi Ranjan Raut** (International Vice-President)

Human Rights Day 2023 theme is "Equality, Reducing inequalities,

(Gajapati District President)

Human rights are an important power in the present society where every authority looks for dominating and oppressing their citizens.

Let us all together celebrate the glorious Human Rights Day.

**Shri. S. K. Golam Madani** (Kendrapara District President)

Human beings are born free and have the power to express their wishes. Happy Human Rights Day to everyone.

**Mrs. Sapna Samal** (Koraput District Women President)

A right is something that nobody can take from you, humans are born with it. Happy World Human Rights Day to everyone. We should observe this day.

**Shri. M. D. Pervez** (Sundargarh District President)

To have a peaceful nation, we need to respect human rights...

We need to make sure

that everyone has been

fed and only then can call

ourselves developed in a

true sense. Warm wishes

on Human Rights Day.

**Shri. Jugal Kishore Pradhan** (District Vice President)

Everyone has the right to life, liberty and security of person."

**Mrs. Mamata Pradhan** (Angul District Women President)

Human beings are born free and have the power to express their wishes. Happy Human Rights Day to you and your family.

**Shri. Biswajit Bahinipati** (State Student Union-Vice President)

Human rights are the birthright of every person. On Human Rights Day, let us stand up for the rights of all people.

**Shri. Biswa Ranjan Sahoo** (President of GCC Country Board President)

To exercise our rights correctly, it is important to know

them. Let's pledge to learn them and inform others about their rights. Wishing you a Happy Human Rights Day.

**Mrs. Nilima Mishra** (Cuttack District Women President)

We can build a safe and peaceful world after making people aware of their rights as a citizen. Happy World Human Rights Day to you and your family.

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**Shri. Biswa Ranjan Sahoo** (President of GCC Country Board President)

We extend our heartfelt gratitude to all India IHRD District & State Members for your unwavering support throughout the event.

International General Secretary of IHRD, President of World Odisha Society, Kuwait; President of Bharatiya Pravasi Parishad Odissa Association of Kuwait, Joint Convener of Social Welfare, Bharatiya Pravasi Parishad Association of Kuwait, Chairman & Founder of Bharat Seva Darshan) on his message said that, "Happy World Human Rights Day! We all are humans and we are all born with dignity and with equal rights and if someone takes away our rights, it is our duty to fight back. Happy Human Rights Day.

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rights to live.

**"ROLE OF A HUMAN RIGHTEOUS DEFENDER..."** The

"HUMAN RIGHTS DEFENDER" plays an IMPORTANT ROLE in the Development of Society in Democracy and the strengthening of Global Peace in defending rights of needy people at Ground Zero at all times..." "Be A Proud Human Rights Defender in building Nation and World Peace... Please Join at

"INTERNATIONAL HUMAN RIGHTS DEFENDER" a Trusted & Fastest leading International Standard Organisation (ISO 9001:2015 Certified) and "Approved by ECONOMIC & SOCIAL COUNCIL FROM UNITED NATIONS" having its presence Worldwide.

**Shri. Minaketan Pattanaik**, said, (Founder & Chairman of International Human Rights Defenders)

Human Rights Day is a day to reflect on the progress that has been

made in the promotion and protection of human rights and to recommit to the work that still needs to be done. It is also a day to celebrate the power of

promotion and protection of human rights. It is also a time to reflect on the progress that has been made in the advancement of human rights, as well as the challenges that remain".

**Shri. Hari Om Giri**, National President said, "Always be yourself and stand up for your rights as everyone has the freedom to express themselves well. Happy Human Rights Day!

**Shri. Ramesh Kumar Sharma** (National Vice-President)

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**Shri. Debi Prasad Sahu** (Ganjam District President)

If you are right, stand up for yourself and your individuality. Never stop from speaking the truth you know and you see. Have a Happy Human Rights Day.

**Shri. Kailash Chandra Gouda**

water bodies associated with river Ganga.

In this regard, ICAR-Central Inland Fisheries Research Institute, Barrackpore successfully conducted 'Green Corner' at CIFRI headquarter on 11 December 2023 jointly with ParibeshBandhab Mancha (PBM), Barrackpore. The programme was initiated with a presentation on "Conservation of aquatic life including Gangetic Dolphin in river Ganga" by Dr. S. Samanta, Head, Fisheries Resource Assessment and

views on the failure in success implementation of various policy and programme meant for conservation of our riverine and natural resources. A Bengali Magazine titled "Nadi Aneshak" was released during the occasion by the team of PBM. A brief interactive session was conducted during the programme in which participants of the programme were actively involved and shared their experiences of work including the problems related to the aquatic life. Then, Mrs. Sudesha Pal Kar, a solo Expeditioner was felicitated by ICAR-CIFRI and PBM team Barrackpore for her very successful campaign. The programme was concluded with an oath "Save River Save Life" by the CIFRIans and the ParibeshBandhab team.

## ICAR-CIFRI HOST THE GREEN CORNER PLATFORM



Informatics Division, ICAR-CIFRI. Following which Mrs. S. Pal Kar expressed her gratitude to CIFRI for supporting her campaign and shared experiences of her solo trip and opinions related to the issues on aquatic life biodiversity and its conservation, pollution, etc.; also expressed her desire to join hands with CIFRI for the very cause "Save River Save Life" in the near future. During the programme, Mr. Kakol Roy, a representative of Paribesh Bandhab Mancha expressed his

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### Dalmia Bharat Foundation Signs MoA with BSL to Enable Social Transformation in Bokaro

Bokaro, Jharkhand : Dalmia Bharat Foundation (DBF), the Corporate Social Responsibility (CSR) arm of Dalmia Bharat Group has signed a Memorandum of Understanding (MoA) with Bokaro Steel Plant (BSL) to drive its community-centric initiatives in Jharkhand by upskilling 600 youth, annually. The aim of the MoA is to establish a skill training centre to impart short term, placement-based courses to local youth in the surrounding villages through DBF's DIKSHa (Dalmia Institute of Knowledge and Skill Harnessing) centre. The MoA was signed by

Shri Chaudhary Ratnesh Kumar Sudhanshu, Dy. General Manager (CSR & SAIL-Uday), SAIL-Bokaro Steel Plant and Shri Vishal Bhardwaj, Group Head - CSR, Dalmia Bharat Group and Chief Executive Officer, Dalmia Bharat Foundation. "Since our inception in 2009, we've witnessed our role gradually transform from being a resource provider to a key enabler for positive change in society. While we've created a legacy of development and change for the better, we continue to strive to ensure that we meet newer economic and environmental needs and close wider societal gaps as much as possible,"

said Mr. Vishal Bhardwaj, Group Head - CSR, Dalmia Bharat Group and CEO, DBF. "Through our leadership and dedication towards achieving social transformation, we will continue to work towards our vision of creating opportunities for people across the nation so that they can reach their full potential and give back to the community. We look forward to our partnership with BSL and also call upon our industry peers to join us as we make significant and sustainable differences and ensure social, economic, and environmental progress.

The skill development center at Bokaro Steel City, in association with

DBF, will help strengthen the social ecosystem in Jharkhand. While BSL will provide the necessary infrastructure support, DBF has been entrusted with managing day to day activities of the center including faculty and placement support.

"BSL and DBF share a common vision and value system for bringing about a transformative change in society by leveraging its demographic dividend through empowering the local youth through training that makes them market-ready," said Mr. Chaudhary Ratnesh Kumar Sudhanshu, Dy. GM (CSR & SAIL-Uday), SAIL-Bokaro Steel Plant. "It is our firm belief that this combined expertise and experience

will ensure that the youth being educated at the DIKSHa facility will receive quality and need-based training for the purpose of gainful employment across industries."

To ensure viable and sustainable income generation, training will be imparted in trades for self-employment and trades such as Assistant Electrician, Solar PV Installer, General Duty Assistant (GDA) and Customer Relationship Management, to begin with. Subsequently, more courses will be added as per demand and future prospects. The center shall largely focus on the development of the youth residing in BSL's peripheral villages.

### Flipkart's Shopsy Summer Store steers tremendous growth for sellers in Odisha

**Bhubaneswar:** As the summer starts rolling in, Shopsy - Flipkart's social commerce platform, recently launched the Summer Store, a unique curation to address customers' nuanced seasonal needs by offering a wide range of products across categories under one umbrella. As a testimony to this endeavor, sellers in Cuttack recorded nearly a 9X growth in sales and sellers in Puri recorded nearly a 16X growth in sales bolstered by the summer store initiative. Sellers in Sundergarh have garnered a tremendous 34X growth in their sales over the past month. The summer store recorded increased traction from women buyers which indicates a positive women reseller growth

in Cuttack. Amongst several categories, Hygiene and Wellness, Fashion, Kitchenware and Home Decor emerged as top priorities for customers with demand for products such as deodorants, sunglasses, body washes, essential oils, sarees, table covers, bedsheets and kitchen tools topping the charts. Shopsy Summer Store is a one-stop-shop for products ranging from electronics, personal care, baby care, food and beverages, apparel, swimwear and kitchenware including air conditioners, deodorants, baby sunscreen, aerated drinks, cotton clothes for men and women, swimsuits and juicer mixer grinders. Of this, deodorants have taken up

the major share of the demand pie clocking over 50% growth, followed by sunglasses which grew by close to 22%. Kitchen tools also contributed to a 6X growth over the past month in Cuttack. This was followed by categories such as kurta sets, cotton sarees, deodorants and body washes that witnessed a 3X jump over the past month in Puri. Shopsy aims to continue its endeavor to offer a wide range of quality and engaging products for customers at affordable prices, while being a value-based and reliable platform. By providing a simplified social media interface, Shopsy is able to overcome user apprehension of trust and authenticity while shopping online.

### LVPEI Receives 'Project of the Year Award' from PMI South Asia for Rural ROP Care Initiative

**Bhubaneswar:** L V Prasad Eye Institute (LVPEI) has received the Project Management Institute South Asia (PMI South Asia) award in the NGO category for its outstanding project in rural Odisha, aimed at managing Retinopathy of Prematurity (ROP), a vision-threatening eye condition in preterm babies. The award-winning project, titled 'Screening and Treatment of ROP in Pre-term Babies in 8 Odisha Districts,' has been funded by the Cognizant Foundation. It was implemented by LVPEI's MithuTulsiChandra campus in Bhubaneswar in collaboration with National Health Mission and Rashtriya Bal Swasthya Karyakram. Dr Tapas Ranjan Padhi, the project



lead, along with other team members, accepted the award on behalf of LVPEI. Retinopathy of Prematurity (ROP) is an emerging 21st-century epidemic and the leading cause of irreversible vision loss in preterm born

babies and/or babies born with a birth weight less than 2.0 kgs, especially babies who were managed in incubators. The efforts by Ministries of Health over the last two decades to reduce neonatal mortality

have improved the survival of preterm babies. About 30% of the children in NICUs/SCNUs are expected to be affected by ROP and close to 18% of them can go completely blind if they don't receive

timely retinal treatment within 30 days of birth. Approximately 1000 premature babies are susceptible to go blind every year in Odisha due to ROP. Increased awareness, early detection and appropriate treatment and follow-up are essential for preventing ROP blindness.

LVPEI campus at Bhubaneswar is the only centre in Odisha offering a protocol-based comprehensive ROP care including neonatal retinal imaging, laser, intravitreal injections, mini neonatal intensive care facility, advanced paediatric retinal microsurgeries, low vision, and amblyopia services under one roof.

"Change The Story" campaign aimed to create awareness about sustainability and showcase technology-backed solutions that offer effective and measurable outcomes in this regard.

The #ChangeTheStory campaign highlights a non-invasive bubble barrier technology, which will remove around 2,400 tonnes of

plastic waste from Agra's Mantola canal, thereby preventing its entry into the Yamuna river. The crux of the campaign lay in reaching out to a wide audience across India and globally—and communicating the campaign's features. The campaign winning this honour at the ABBY Awards—often touted as the Oscars of Indian advertising—was

designed in collaboration with Alok Nanda and Company and serves as another reminder of the crucial role sustainability plays at Ambuja Cements and ACC.

#ChangeTheStory campaign was rolled out across multiple platforms, including print and digital, reaching out to an approximate 32 million people. One of its lead video films conveyed the

message, through the lens of a scientist, that it's time to change the story by taking out the plastic and freeing our rivers of their polluted past. The campaign further leveraged the power of music and created a rap song across owned platforms featuring the campaign mnemonic "Bubble Sharma". This was followed by a bouquet of informative posts and

### Educators told to adopt 'enjoy and educate' approach to teaching for effective learning environment



**Hyderabad, December 11 (KCN):**

"There should be only execution, not excuses. Educators should adopt an 'enjoy and educate' approach to teaching, fostering a more engaging and effective learning environment," said Governor Dr. Tamilisai Soundararajan. Addressing the workshop organized by NITI Aayog, Government of India, in collaboration with the Raj Bhavan of all the States, on "Vikas Bharat@2047" at Raj Bhavan of Telangana on Monday, the Governor stressed the critical need for focused execution and action.

Appealing to the educators and the faculty members to encourage students to participate actively and contribute

their valuable ideas to

achieve the goal of Vikas Bharat by 2047, the Governor emphasized the importance of reaching out to students who might need extra support, ensuring no one is left behind in receiving quality education. The workshop, aimed at engaging educators and academic leaders in shaping the vision of a Vikas Bharat by 2047, commenced with welcome addresses by Prime Minister Narendra Modi and Education Minister Dharmendra Pradhan through virtual mode. Expressing her deep gratitude to Prime Minister Narendra Modi for initiating this crucial dialogue on Vikas Bharat@2047, Governor Dr. Tamilisai Soundararajan emphasized the potential of Telangana and the

Union Territory of Pondicherry to become pioneers in contributing to the vision.

With the theme of "Empowering India, Innovation in Science and Technology," the workshop witnessed participation from Vice Chancellors, Directors, Deans, and a large number of faculty members from State Universities, Central Universities, Private Universities, and higher educational institutions (HEIs) including IIT, NIT, AIIMS, etc. from across the State of Telangana. The participants actively engaged in discussions, sharing valuable opinions and innovative ideas to shape the vision documents for Vikas Bharat by 2047.

### JioPhone Next 'Exchange to Upgrade' Offer

**Bhubaneswar:** Reliance Retail has launched a limited period Exchange to Upgrade offer for JioPhone Next. As per the offer, customers can exchange a functional 4G featurephone or smartphone for a brand new JioPhone Next for just Rs. 4,499.

The JioPhone Next 'Exchange to Upgrade' offer allows many more Indians to embrace a truly smart Digital Life. With this offer existing 4G feature phone and smartphone users will no longer be held back by their device constraints and be able to enjoy the true 4G Jio Digital Life to the fullest. Current users of 4G feature phones will now be able

to migrate much more easily to the large screen digital experience on the world's most affordable 4G smartphone.

Similarly, the current 4G low-end smartphone users too can affordably upgrade to a seamless and enhanced digital life offer by JioPhone Next which runs on Pragati OS

— the optimised version of Android that supports a rich suite of applications and usage without compromising on the user experience.

The offer is available through Reliance Retail's extensive network of JioMart Digital, Reliance Digital and other outlets in the remotest corners of the country, making it

geographically and economically accessible to many more Indians.

It is worth mentioning here that JioPhone Next, designed jointly by Jio and Google, is the world's most affordable 4G smartphone that comes with a 5.45" HD screen with Corning Gorilla Glass 3 and anti-fingerprint coating, 2GB RAM, 32 GB in-built storage (expandable up to 512GB), 13MP back camera, 8MP front selfie camera, 3500 mAh battery, and a range of other advanced features which include voice fast capabilities, read aloud, translate now, easy and smart camera, automatic feature update, easy media share, OTG support etc.



**Celebration of World Human Rights Day by Balasore Unit of CITIZEN'S HUMAN RIGHTS CLINIC, ODISHA**

### Ambuja Cements and ACC's ChangeTheStory campaign wins Bronze at the ABBY Awards

**Mumbai:** The first sustainability campaign 'Change The Story' of Ambuja Cements and ACC, has won a Bronze Award at the recent ABBY Awards 2022, under the Green Award category. This category is awarded to outstanding communication that features planet conservation, sustainability etc. The

"Change The Story" campaign aimed to create awareness about sustainability and showcase technology-backed solutions that offer effective and measurable outcomes in this regard. The #ChangeTheStory campaign highlights a non-invasive bubble barrier technology, which will remove around 2,400 tonnes of

plastic waste from Agra's Mantola canal, thereby preventing its entry into the Yamuna river. The crux of the campaign lay in reaching out to a wide audience across India and globally—and communicating the campaign's features. The campaign winning this honour at the ABBY Awards—often touted as the Oscars of Indian advertising—was

designed in collaboration with Alok Nanda and Company and serves as another reminder of the crucial role sustainability plays at Ambuja Cements and ACC.

#ChangeTheStory campaign was rolled out across multiple platforms, including print and digital, reaching out to an approximate 32 million people. One of its lead video films conveyed the

message, through the lens of a scientist, that it's time to change the story by taking out the plastic and freeing our rivers of their polluted past. The campaign further leveraged the power of music and created a rap song across owned platforms featuring the campaign mnemonic "Bubble Sharma". This was followed by a bouquet of informative posts and

videos on social media. ACC and Ambuja Cements collaborated with micro and nano influencers to drive engagement around the bubble barrier technology.

The two companies were the first to launch an augmented reality-based game in India, which created an immersive experience for users by illustrating the state of marine plastic pollution

and the basic functioning of the Bubble Barrier technology. This game convinces the user to play their role in driving change by encouraging players to "bubble pop" their way to cleaner oceans and safer habitats for marine organisms.

Mr. Neeraj Akhoury, CEO India Holcim and Managing Director & CEO of Ambuja Cements Ltd., said that the

