

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



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.

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

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

Due to technical problem 11th December issue of The kalinga chronicle could not be published.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



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.

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; Vice Chancellors,

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, Dep't of English, Dr. Ramendra Padhi, Dean of Students Welfare & HoD (i/c), Dep't of Education and Dr. Sourav Gupta, Nodal Officer, Ek Bharat Shreshtha Bharat & HoD (i/c), Dep't 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 Vidyandandan, 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. Nasaka Srinivasa Rao, and AGM HR Sh. B K Pandey along with the faculties of Tanvi Consultancy Pvt. Ltd, Bhubaneswar, Sh. Mukteswar Patra and Smt Arunima Patra. During the event, 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

Vijay GarG



consolidation—the transformation of short-term memories into long-term storage. Teach Others to

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.

Embrace a Healthy Diet: Support your brain with a well-rounded diet rich in fruits, vegetables, whole grains, and lean proteins. These nutrients serve as essential building blocks for optimal brain function and memory.

Effectively Manage Stress: Combat the negative impact of chronic stress on memory function by practicing stress-reducing techniques like meditation, yoga, or deep breathing. Prioritize emotional well-being.

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. Jyotiranjjan Champatiray



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

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

credit for our success. Instead, we are more grateful for our programming. We are also less hard on ourselves for our failings. Further, we find it easier to empathise with others. We can better relate to the challenge they experience in making desirable changes. For example, we are more compassionate towards someone dealing with anxiety and depression who despite their efforts struggles to feel positive and secure. All the same, if you wish to expand the scope of your agency, you could explore ways to engage in some sustained inner work. Deepen your self-awareness and examine and reform your conditioned beliefs. But then, I wonder if your inclination to embark on that journey too depends on your current karmic coding.

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HUMAN RIGHTS IN FETTERS

Dr.Pradeep Kumar Nayak

The discourse on human rights has entered into a participatory stage in which scholars and intellectuals freely interact and debate on deprivation of rights and the remedy to check it. From a meticulous 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 in to 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”

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

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 right 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 and 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 Stalin and was incarcerated in a gulag till 1958 in a miserable condition. The world has also known about gross human rights violations in the notorious prisons at Guantanamo Bay in Cuba and at Abu Ghraib in Iraq set up by the USA in 2002 and 2003 respectively. The Guantanamo Bay prison holds the suspected terrorist of 9/11 who had orchestrated attack on the American World Trade Centre at the behest of Osama bin Laden. The human rights abuse and physical chastisement inflicted on them have drawn worldwide

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

Prof. (Dr.) S. N. Tripathy

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 unreached, 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

generated a robust business turnover of Rs 1,159 crore in the last year, with BCAs earning a commendable Rs 3.68 crore. The state's commitment to promoting SHGs goes beyond financial empowerment. The Cabinet's decision to provision government goods and services worth Rs 5,000 crore from SHGs has resulted in Rs 4,949.14 crore worth of government business being facilitated in collaboration with 20 government departments. This move not only provides SHGs with substantial business opportunities but also strengthens their role in contributing to the overall socio-economic development of the state. As Odisha continues its journey towards inclusive growth, these achievements stand as a beacon for other regions aspiring to foster financial inclusion, women's empowerment, and sustainable development.

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The western Ph.D.prototype is not utterly appropriate for India



Never before in the contemporary period has the Doctor of Philosophy degree (Ph.D.) become an imperative discourse in Indian development. Among Indian governments, policy experts, politicians, academics and international development agencies there is agreement about the need for Indian universities to produce more Ph.D.'s. As far as, the rationale for increasing the production rate of Ph.D.'s in India is concerned, India needs more innovative researchers to diagnose and produce Indian-based solutions for its development challenges such as political instability, youth unemployment, democratic governance, poverty, affordable housing, climate change, diseases and food insecurity. Most of these problems, could be solved through quality research in technology, science, engineering, economy, industry and innovations in agriculture. There is a need to produce innovative technologies and quality public policies to spur economic growth and development to improve the human conditions on

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 is

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 Indians 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;

analyse markets for profitability and break-even output; establish businesses; evaluate human resources productivity; deploy human, material and capital resources; design, implement and monitor budgets; examine and evaluate business venture proposals; and offer business advisory services, including a critique of business practices. Students in all the streams would attend courses and seminars. However, teaching and research stream students would write traditional dissertations while others would only do capstone projects with the purpose of identifying, diagnosing, crafting and implementing specific solutions or improvements. Students in the teaching and research stream would also be required to take a compulsory course in teaching and pedagogy. In addition, before students finish writing their dissertation or capstone projects, they would be required to publish at least two articles in recommended academic and professional journals based on their dissertation or capstone project. The capstone project would consist of identifying and solving a real local, community, national or institutional problem that exists now or will exist in the near future. It could also be the development of a product or service that

has a real value for a community, locality or organisation. Furthermore, another important feature of the proposed new Indian prototype of Ph.D. is that students in all the streams would be required to undertake an internship of six months in their fields, industry or profession. An internship is short-term work experience offered by organisations in the private, public and voluntary sectors of society. Its primary purpose is to allow doctoral candidates to gain valuable practical work experience, get exposure to the conditions and intricacies of a particular field or industry and develop both hard and soft skills. Strategically, internships should be organised in such a way that Ph.D. candidates spend their time working on relevant projects and programmes, learn and explore the field and make industry and professional connections. Role of practitioners Who should teach Ph.D. students in the Indian prototype? I suggest people with a range of expert knowledge and skills are qualified to teach Ph.D. classes and seminars. Active researchers, professional practitioners, academics with a track record of publications, and seasoned entrepreneurs all have valuable contributions to make to Ph.D. education. From my perspective, in the Indian prototype Ph.D. education

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. Author is an Eminent Social Scientist, Columnist, and Professor of DoHE, GoMP based at Indore, Madhya Pradesh.

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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

New Delhi(KCN): A report on menstrual hygiene management in India released on Monday found that girls are "fearful" of using school toilets during menstruation owing to lack of water, soap, sanitation and due to missing doors. According to the report by NGO Sulabh International, the fear provokes absenteeism from schools during their menstrual cycle. "It emerges from our findings that distance from home to school is not as big a deterrent for girls to miss school as is lack of menstrual hygiene management facilities," it said, adding that it is a "forced choice" for school girls to stay at home during their menstrual cycle. "If school girls do not get regular menstrual hygiene material such as pads, they



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. Data collected during the survey indicate that girls are "fearful of using school toilets during menstruation owing to lack of water, soap, sanitation as well as missing doors, taps and even missing dustbins". "This provokes absenteeism from schools during periods, which

implies that for up to 60 days in a school year, a menstruating girl is either unable to attend classes or goes half-heartedly, feeling ill-at-ease," the report by Sulabh International 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.

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 promote 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 Chowdhary; 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



policies, 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 with similar goals, fostering a collaborative environment for meaningful interactions and business elevations. As a member, it's not just making connections; it's expanding family within the Indo Swiss community, where relevance in connectivity is key to success. SICC is a world of opportunities, collaboration, and growth in the Indo Swiss sphere." Honorary Consul of Switzerland in Kolkata, Umesh Chowdhury, said, "This is the sixth chapter in India and the launch will be a turning point in the bilateral trade relations between eastern India, especially West Bengal, and Switzerland. The eastern region of India and Switzerland can derive a lot from numerous commonalities and synergies with respect to market, technology, investments etc. Opening of the chapter is a very significant part of the

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."

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

Kolkata, (KCN):The Prime Minister, Shri Narendra Modi interacted with beneficiaries of the Vikasit Bharat Sankalp Yatra (VBSY) via video conferencing today. VBSY is being undertaken across the country to attain saturation of flagship schemes of the government by ensuring that the benefits of these schemes reach all targeted beneficiaries in a time-bound manner. In his address, Shri Modi stated, the journey of VBSY has reached more than 40 thousand village panchayats and many cities in less than a month where more

than 1.25 crore people have connected with 'Modi ki Guarantee' vehicle. He acknowledged the gratitude of the people for welcoming the 'Modi ki Guarantee' vehicle. The Prime Minister also noted the several activities taking place before the commencement of the program and mentioned cleanliness drives being conducted, Prabhat Pheris being taken out to create awareness, children discussing developed India during prayer meetings in schools, rangolis being made, and lamps being lit at the door of every house. Shri Modi



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

Cochbehar district of West Bengal. At another location at New Cochbehar Railway station, a similar programme was organised by Indian Oil Corporation along with State Bank of India, NABARD & National

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 unreachable. 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 'Vikasit Bharat' or the 'Developed Nation' by 2047 in accordance

with the Prime Minister's directives. Developmental works are going on in a full-fledged way in ports, shipping and in internal waterways. Besides, Railways is building new freight corridors and the Ministry of Civil Aviation are engaged in construction of new airports. He added that by increasing the standard of infrastructural development as well as that of common people, Vikasit Bharat will emerge. A number of beneficiaries of several schemes of the Union Government were also present in the programme.

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

ICAR-CIFRI HOST THE GREEN CORNER PLATFORM

***Kolkata, (KCN):** Green Corner - Suitable Environment for All” is a programme conducted to welcome and felicitate Mrs. Sudeshna Pal Ka a solo Expeditioner who is doing 400 km solo Kayaking from Murshidabad to Kolkata for “Save River Save Life” Campaign. The 15 days long kayaking trip was flagged off by Team WALK on 28th November 2023 from Ahiron Ghat, Murshidabad. The team WALK used Kayaking, basically a water sport as a medium to uphold the sport as means of salvaging the environment in our life; they had interacted with various stakeholders of Ganga River during the expedition on the various issues related to aquatic life diversity including Gangetic Dolphin, tributaries, and other

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



rights to live.
“ROLE OF A HUMAN RIGHTS 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

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

Shri Abinash Samantaray, (Administrative Secretary H.Q. Delhi)

Human Rights Day is an opportunity for everyone to reaffirm their commitment to the

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) 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,

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

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

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.

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

(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 themselves willingly. I wish you a happy Human Rights Day.

Shri Bishnu Charan Samantaray (District Joint Secretary-Khordha)
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 Khordha)
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 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. Pervej (Sundargarh District 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.

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 of International Human Rights Defenders,

International General Secretary of IHRD, President of World Odisha Society, Kuwait; President of Bharatiya Pravasi Parishad Odisha 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. We extend our heartfelt gratitude to all India IHRD District & State Members for your unwavering support throughout the event.



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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 Mithu Tuls Chanrai 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.

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 Soudarajan. Addressing the workshop organized by NITI Aayog, Government of India, in collaboration with the Raj Bhavan of all the States, on “Viksit 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 Viksit 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 Viksit 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 the crucial dialogue on Viksit Bharat@2047, Governor Dr. Tamilisai Soudarajan 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 Viksit 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 feature phone 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 Change The Story 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 offered 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 game in India, which created an immersive experience for users by illustrating the state of marine plastic pollution

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

award served yet another reminder of the company’s efforts towards sustainability. “We are elated and honoured that a campaign that’s important to us has received the recognition that it deserved. Sustainability and business go hand in hand at Ambuja Cements and ACC Ltd. This will encourage us to further step up our efforts in this direction.”

