

BJD observes 27th Foundation Day, thousands take pledge to build new Odisha

Bhubaneswar(KCN): As the ruling Biju Janata Dal observed its 27 years of formation, thousands of party leaders and workers across the state Tuesday took pledge to build a 'Nabin' (new) Odisha and celebrated the occasion as the Foundation Day.

The founder president of BJD and Chief Minister Naveen Patnaik offered floral tribute to the statue of his father Biju Patnaik, in whose name the regional party was named. The BJD was formed on December 26, 1997, after the demise of Biju Patnaik in April that year.

The party leaders and workers at the BJD state headquarters 'Sankha Bhavan' took oath recommitting themselves to work selflessly for the state and its people, said BJD vice president Debi Prasad Mishra.

"I take pride in being a disciplined member of



the BJD. Chief Minister Naveen Patnaik is the architect of Odisha's development and I will act as a soldier to take the state's developments to new heights. I will fight for the legitimate demands of the state. I take the pledge to work for building a prosperous, empowered and self-respecting new

Odisha," the members read out at the function. The foundation day of the BJD was observed in all blocks, urban local bodies (ULBs) and 147 Assembly segments with blood donation camps, plantation drives and other social activities. A cycle rally from 'Anand Bhawan' (Naveen Patnaik's birthplace) in

erstwhile Janata Dal (JD) leaders founded the BJD. The BJD as a regional party has all along been claiming that it is fighting for the genuine demands and alleged wrong treatment meted out to the people of Odisha by the subsequent Central governments.

The BJD has been in power in Odisha since 2000 and Naveen Patnaik has been the chief minister for five consecutive times. Though the BJD formed its first government in the state along with BJP, the regional party later severed its ties with the saffron party before the 2009 state assembly elections and won 103 seats independently in the 147-member Odisha Assembly. The BJD increased its representation to 117 in the 2014 elections and won 112 seats in the 2019 elections.

CM Invited For Parikrama Opening

Bhubaneswar(KCN):

A delegation of senior Sevayats of Shree Jagannath Temple today invited Chief Minister Naveen Patnaik to grace the inaugural ceremony of Srimandir Parikrama Project which will be held in Puri on 17 January, 2024.

The servitors met the CM at his residence Naveen Niwas here and handed over him the holy invitation.

Shri Patnaik expressed his gratitude to the servitors and gave one Betel Nut and Rice in the name of Lord Jagannath to the invitees, said Ramchandra Das Mohapatra, Chief Priest of Devi Subhadra.

"I appeal to all the Jagannath devotees to send one Betel Nut and take part in the grand imaginative ceremony of Srimandir Parikrama Project," he said.

The servitors first presented the invitation to Lord Lingaraj here this morning and later invited the Chief Minister.

The delegation would also handover the invitation to Governor Raghubar Das.

The Shree Jagannath Temple Administration (SJTA), Puri and Sevayats have decided to send invitations to about 1,000 temples across the State and outside Odisha including foreign



countries for the inauguration of Shree Jagannath Parikrama Prakalp (heritage corridor project) in Puri.

Teams have also been formed to hand over invitations to the Jagannath Temple at Hauz Khas in New Delhi, Siddhi Vinayak temple at Mumbai, temples in Mathura and Brundaban and other prominent religious seats in the country, officials said.

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Meanwhile, a team of servitors went to Tamil Nadu to hand over invitations at Meenakshi temple at Madurai, Rameswaram temple, Jagannath temple at Chennai, and some other major temples in the State.

"We have decided to invite all Hindu spiritual leaders and Gurus to the inaugural event. We will invite the presiding deities of the other three Dhams of Char Dham and Dwadasa Jyotirlingas," said Ranjan Kumar Das, SJTA Chief Administrator

Thirteen teams have been formed to distribute cards to temples and Peethas in different districts of the state.

Third National CS Meet

Bhubaneswar(KCN):

The 'Third National Conference of Chief Secretaries' in the National Capital on 27 December, a senior government official said on Monday.

Chief Secretary Odisha, Pradeep Jena has left for New Delhi today to participate in the 3-days long brain storming.

The National Meet of Chief Secretaries will be

held from 27-29 December and it will be a significant step towards further strengthening the partnership between the Centre and State Governments, the official added.

Prime Minister Narendra Modi will address the Chief Secretaries about the developments in various states, apart from the innovative schemes

and programs undertaken by the different states. The three days will be utilized by the Chief Secretaries to discuss sub-thematic topics like cyber security, aspirational districts and developed India.

Earlier the State Government has sent reports on issues to be discussed during the meeting.

Odisha Facilitates Direct Flight From Rourkela To Kolkata



Bhubaneswar(KCN): The Government of Odisha has decided to facilitate air connectivity between the 'Steel City' Rourkela and the 'City of Joy' Kolkata for the first time.

This will reduce the travel time to one hour and thirty minutes. The Rourkela-Kolkata route will be a State-sponsored route, with the State Government providing Viability Gap Funding for 35 seats of the capacity with a fare cap.

Alliance Air will run the flight operation thrice a week on this route on Tuesday, Thursday & Saturday. This will boost the industry and tourism sector in Sundargarh District. The service is dedicated to the people of Odisha. The inaugural one-way fare starts from Rs 1999.

Minimum Temperature Rises Across Odisha

Bhubaneswar(KCN):

The minimum temperatures (night temperatures) rose significantly across Odisha during the last 24 hours with fewer places recording nighttime temperatures of 10°C. While Koraput continued to be the coldest place in the state recording a minimum temperature of

7°C, Daringbadi in Kandhamal (8.5°C) and Similipada (9°C) were the only other places where the nighttime was below 10°C. The minimum temperature in the twin cities of Bhubaneswar and Cuttack was 16.9°C and 16.5°C respectively, the India Meteorological Department (IMD) said on Tuesday.

Man Accused Of Mother-In-Law's Murder In Chennai, Arrested From Odisha's Berhampur After 28 Yrs

Berhampur(KCN):

A man identified as Harihar Patnaik of Berhampur, who was charged with the murder of his mother-in-law in Chennai, has been arrested after evading arrest for the last 28 years.

A team of Chennai Police had met Berhampur SP and a team was formed under the leadership of the Gosainuagaon police station IIC to nab the accused.

According to reports, Harihar had allegedly attacked his wife Indira, mother-in-law Rama, and brother-in-law during his stay in Chennai. After Rama

succumbed to the fatal attack, a murder case in this connection was registered against Harihar. Since then the accused has been on the run for the past 28 years.

Harihar had fallen in love with Indira while working at a company in Chennai in 1994. Later, both of them tied the

nuptial knot in July 1994. However, both started parted ways after a few months of their marriage and had applied for divorce.

On August 9, 1998, Harihar allegedly stormed into the house of Indira and attacked her mother and brother. Harihar then fled to



CM Naveen To Inaugurate Malkangiri Airport In Jan 2024



Bhubaneswar(KCN): Chief Minister Naveen Patnaik will be inaugurating the Malkangiri Airport in January 2024, which will put the district on the aviation map of India. It will be a significant New Year gift to the people of Malkangiri. The Chief Minister has a

keen interest in the development of the district, and the Odisha Government has undertaken several development works in the area. Following the inauguration of the Gurupriya Setu in 2018, the Swabhiman Anchal (erstwhile cut-off area)

of Malkangiri has witnessed rapid progress in various sectors. The opening of the airport will boost economic and commercial activities in Malkangiri district and have a positive impact on southern Odisha's overall economic development.



Surat and later returned to Odisha. He married another woman in 2001 in Aska.

After then the accused worked as a manager at various companies in Kendrapara and Berhampur. Fearing arrest, he frequently kept changing his place of stay. Though Chennai Police had made multiple times, the accused managed to give a slip.

However, his luck ran out last night when a team of Chennai Police apprehended him from the railway station while he was attempting to flee again.

Kakatiya Univ to host 82nd Session of three-day Indian History Congress from Dec 28 Ramchandra Guha to receive IHC 'Lifetime Achievement Award'

Hanumakonda, Dec 26 (KCN): Kakatiya University will host 82nd Session of Indian History Congress during Dec 28-30. Disclosing this in a press conference held at Senate Hall of Kakatiya University, Vice Chancellor Prof Thatikonda Ramesh said that the three-day Session of IHC would include presentation of 1030 research papers under six sessions. "Apart from these sessions, IHC will have two special lectures, one by Prof Krishna Mohan Shrimali of Delhi University on Dharma and the others by Prof Kundan Lal Tuteja of Kurukshetra University on 'Visions of Hindu Identity and Indian

Nationalism'" detailed the Vice Chancellor and added that the 82nd Session would encompass the presentation research papers across six sections, Ancient, Medieval, Modern, Countries Other than India, Archaeology, and Contemporary Indian History. General President Aditya Mukherjee (JNU) will deliver his presidential address on 'Jawaharlal Nehru in our Past, Present and Future'. Prof Shalini Shah (Ancient India Section), Prof Naja Haider (Medieval India), Prof Sajal Nag (Modern India), Prof S Srinath (Countries Other than India), Prof Seema Bawa (Archaeology) and



Professor Kalpana Kannabiran (Contemporary India) will be Sectional Presidents, according to Vice Chancellor Prof Thatikonda Ramesh. Speaking on the occasion, Secretary of

IHC prof Syed Ali Nadeem Rezavi said that renowned historian Ramchandra Guha would receive the prestigious Lifetime Achievement Award from the Indian History Congress (IHC) during

its 82nd session at Kakatiya University (KU), Warangal. The three-day event commences on Thursday and Deputy Chief Minister of Telangana, Mallu Bhatti Vikramarka

would be the chief guest at the valedictory, said IHC Secretary Prof Syed Ali Nadeem Rezavi. "The Barpujari Award for the best Indian History book, awarded biennially, will be bestowed upon Prof KM Shrimali. Additionally,

six other awards recognizing outstanding books across various categories will be presented during the session," he added. Rezavi highlighted the significance of this second IHC session at their institution. "Moreover, a panel discussion titled 'Deccan Past and Present', jointly organized with the University of Hyderabad, will explore the region's history and culture. Expected to host around a dozen speakers, this segment seeks to delve into the rich heritage of the area," he added. Meanwhile, the transition of leadership within the IHC will occur during the

BJD's 27th Anniversary: Unity, Division, and a Call for 'Naveen Odisha'

Bhubaneswar, (KCN): In a lively tribute to 27 years of existence, BJD members, led by former MLA Surendra Sethi, gathered at Chandrabhaga. Astarang Block Chairman Arati Nayak and Kakatpur block Chairperson Sridhar Naik actively participated in garlanding the statue of Biju Patnaik. A heartwarming gesture followed as blankets were distributed to sweeping workers at Chandrabhaga beach, Konark. However, amidst the festive atmosphere, internal divisions within the party are coming to light. Kakatpur MLA and Minister Tushar Kanti Behera, along with former MLA Surendra Sethi, are concurrently leading efforts, causing confusion among grassroots workers in



Kakatpur Constituency as elections draw near. State Home Minister Tushar Kanti Behera and Puri District Council Vice President Swadhin Kumar Nayak took a distinctive approach to mark the Foundation Day. They organized a blood donation camp, emphasizing the party's commitment to social causes, showcasing a different facet of the

celebration. BJD, under the stalwart leadership of President Naveen Patnaik, is commemorating 26 years of dedicated service. The party issues a rallying cry for all of Odisha to unite and contribute to the vision of 'Naveen Odisha', emphasizing a collective responsibility towards progress. However, the party's internal discord is not going unnoticed. Both the BJP and Congress are strategically positioning themselves to exploit the emerging rifts within BJD, creating a political dynamic as the party grapples with challenges on its 27th Foundation Day. As Biju Janata Dal commemorates 27 glorious years, the juxtaposition of celebrations and challenges adds complexity to the party's narrative.

S.K.D. University Honored Prof R.K. Uppal with the title "Emeritus Professor"



New Delhi, (KCN): Professor Rajinder Kumar Uppal has applied for the position of Visiting Professor and Emeritus Professor in the subject of Economics. As per the recommendations of the committee constituted by the Vice-

Chancellor of Shri Khushal Das university, Hanumangarh (Rajasthan), Dr. Uppal has an excellent academic and research work. We have the distinct pleasure of bestowing upon the title of "Emeritus Professor"

at this University. This decision was made solely based on several qualitative and quantitative indicators of outstanding contributions to the society. The extensive experience of Dr. Uppal will be able to provide positive outcomes for our university. Feel immense pleasure to honor R. K. Uppal with Emeritus Professor. The Vice-Chancellor of Conferred upon the title of Professor Emeritus in the university.

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Bigg Boss 17 Evicted Contestant Aishwarya Sharma Opens Up On Isha Malviya's Decision, Says ' I Don't Play With Hearts'



JioCinema is set to bring an exciting twist to the Bigg Boss experience with 'Bigg Buzz,' a show that brings the Bigg Boss living room to life in a new format, introduced last season. Following the successful run of its first season, the show returns with its second season. Hosted by Krushna Abhishek, 'Bigg Buzz' features a fictional family engaging with evicted and previous season's Bigg Boss contestants, offering an unfiltered look at their lives and opinions, along with exclusive insights into the world of entertainment. In a recent

episode, Bigg Boss 17 evictee Aishwarya Sharma Bhatt made her appearance in the show, sharing exclusives from her journey inside the Bigg Boss House.

While speaking of journey in the Bigg Boss house, Aishwarya shares, "The eviction was very unfair, unlike Isha, mai bohot fair decisions leti hu. Mai dil se khelti hub logo ke dilon se nahi. Iss gharme dost toh ban jaate hai but best friends banane mushkil hai. Saab saap jaise hai. Best friend banane ke liye ghar mai koi trustworthy nai hai. I trust Neil, woh kabhi kabhi mere against jaata hai but we are still

liye message hoga, 'Neil,

jeet ke aana, ek ek ko sabak sikhana aur mera badla leke aana.'"

While talking about Rinku Ji, Aishwarya shares, "Rinku ji bohot

smart hain. Mera aur unka bohot jhagda hota hai. Meri unse ek hi problem hai ki woh zyada vocal nahi hoti hain. Woh bas logo ko advice dene mein lagi

rehti hain. Mujhe bhi unhone advice diya aur maine bhi usse implement karne ki koshish bhi ki. Ghar ki therapist jaisi hain woh. Mera unke aur Aoora ke saath bohot achha bond ho gaya hai. Ghar ke logon ko bhi Rinku ji bohot pasand hain. Mere aur Neil ke liye woh bohot supportive thi. Woh mujhe aake bolti thi, isko tujhse yeh problem hai, go and talk it out."

To witness more interesting conversations between Aishwarya and Chugli Dadi, tune in to watch Bigg Buzz every Sunday, streaming exclusively on JioCinema.

Katrina Kaif, Karan Johar Praises 'The Archies' Actor Vedang Raina



The Archies' is making a lot of buzz. After all, not just the movie marks the debut of many Bollywood starlets but also the screening was attended by the who's who of the industry. Recently, in a dazzling and star-studded premiere for the much-anticipated movie 'The Archies,' debutant Vedang Raina has taken the spotlight by storm. He has earned accolades from none other than

Bollywood sensation Katrina Kaif and Karan Johar.

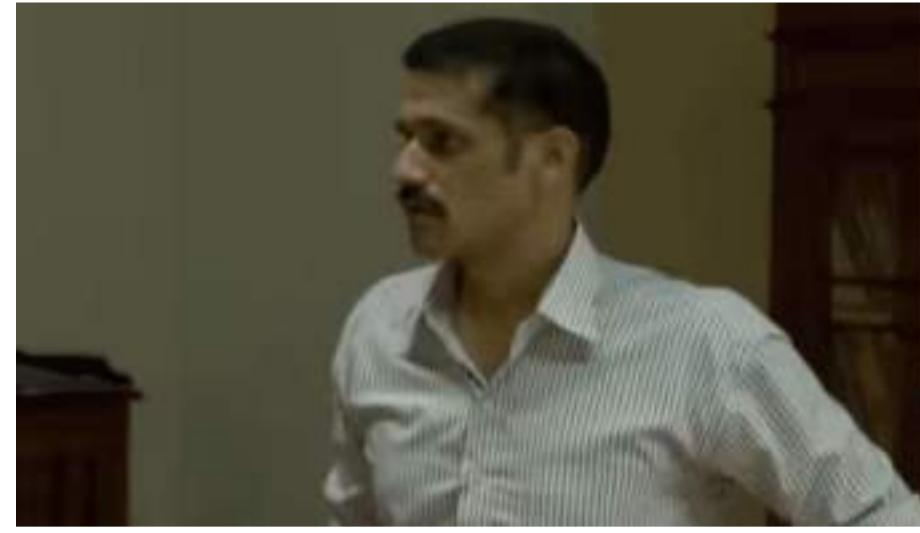
Celebrities are not holding back in commending the remarkable performances of the cast and crew and Katrina Kaif and Karan Johar took a moment to express her admiration, including a special mention for Vedang Raina.

In a heartfelt message, Katrina praised Vedang Raina, stating,

"@vedangraina reminds you of the old Hollywood stars." Karan Johar appreciated Vedang's natural charm and said, "@vedangraina as Reggie walks the talk! He oozes charm and confidence in equal measure and has that movie star swag. Also dances with unbashed ease".

This accolade for Vedang's debut proves Vedang's star power on screen and builds

Talvaar Turns 8: Revisiting Exceptional Performance Of Sohum Shah, Who Played Investigative Officer



As 'Talvaar' marks its 8th anniversary today, we can't help but recall on the exceptional performance of Sohum Shah, who portrayed the role of an investigative officer in this gripping crime drama. Despite his limited screen time, Shah managed to leave an indelible mark on the audience and industry alike, establishing himself as a true bonafide performer. Sohum Shah has always been an actor who seamlessly embodies his director's vision of the character on screen. With Meghna Gulzar's direction in 'Talvaar', he

had the opportunity to delve deep into the psyche of his character. In doing so, he not only met but exceeded all expectations, delivering a performance that was widely praised by critics and audiences alike.

One of the key aspects of Shah's portrayal in 'Talvaar' was his ability to bring authenticity and depth to his character. As an investigative officer tasked with unraveling a complex murder case, he displayed a remarkable range of emotions and nuances, making the character feel real and relatable. His dedication to his craft was evident

in every scene, from his meticulous attention to detail to his flawless execution of even the most challenging sequences, he didn't just

play the character but became the character.

The collaboration

between Sohum Shah and Meghna Gulzar in 'Talvaar' also serves as a prime example of the powerful synergy that can be achieved when a talented actor joins forces with a visionary director. The film's

success can be attributed, in large part, to Shah's outstanding performance, which breathed life into the character and added depth to the narrative. It's a testament to his dedication to his craft and his ability to elevate any project he's a part of. Up next for Sohum Shah is his production venture 'CrazXy' and as he continues to take on new challenges and work with acclaimed directors, audiences can look forward to witnessing more exceptional performances from this talented artist.

Jee Le Zaraa: Real reason behind Priyanka Chopra, Katrina Kaif and Alia Bhatt starrer's

delay revealed and it's not date issues

Jee Le Zaraa is one of the most talked about movies starring Priyanka Chopra, Katrina Kaif and Alia Bhatt. The movie was announced a couple of years ago and there has been much excitement around the same as it is. Farhan Akhtar along with Zoya Akhtar and Reema Kagti are making this all-female road

trip movie happen but there have been a lot of hiccups already. Whether Jee Le Zaraa is being shelved or not, has Priyanka Chopra said no

to the script, etc. have grabbed headlines in the last couple of days. But fresh reports revealing the real reason for the delay have surfaced. A lot of fans have questioned Farhan Akhtar about the delay of Jee Le Zaraa which is supposed to star Priyanka Chopra, Katrina Kaif and Alia Bhatt in the lead. There have been numerous reasons that have surfaced for the delay in making of the new movie. Recently, reports surfaced talking about Priyanka Chopra opting out of Jee Le Zaraa because she did not like the script. She was supposed to come down to India during Parineeti Chopra's wedding and sign the contract which did not happen. But that's not the case, as per a report in Koimoi.com, Priyanka is very much a part of the movie. She has not opted out of the project nor has she said 'no' to the script.

Vijay Deverakonda Expresses Gratitude For 'Kushi' Success, Says 'Love Knows No Language'



Actor Vijay Deverakonda's latest release 'Kushi' with Samantha Ruth Prabhu successfully managed to strike a chord with people. The film, which performed well at the box office, is now streaming on OTT platform Netflix. On receiving audiences' love

for his role in 'Kushi', Vijay said, "We made 'Kushi' with the belief that love knows no language and emotions have no boundaries. Seeing the overwhelming love pour in again with its OTT release is incredibly gratifying. Whether you're

Tamil, Kannada and Malayalam. The film marked Vijay and Samantha's second collaboration after 'Mahanati'.

Earlier talking about working in the film, Vijay told ANI, "The whole experience of shooting it will be a very fond memory for life. The relationships I've formed with Samantha and Shiva, are the two people I spent the most time with, and shared a lot of memories and highs and lows with. I will always enjoy thinking about the making of this film..."

Meanwhile, in the coming months, Vijay will be seen in 'VD 12'. The film is being directed by 'Jersey' fame Gowtam Tinnanuri.

Urban Dynamics: Gendered Migration in Post-Liberalization India



Urbanization in post-liberalization India has witnessed a profound transformation in its demographic landscape, with migration playing a pivotal role. The economic reforms of the early 1990s spurred urban development, leading to increased job opportunities and a shifting demographic pattern. One crucial aspect of this transformation is the gendered nature of migration, with distinct patterns and implications for men and women. This essay explores the dynamics of gendered migration in post-liberalization India, shedding light on the challenges and opportunities both genders face in the urban milieu.

Economic Drivers of Urban Migration:
The economic liberalization policies of the 1990s brought about a paradigm shift in India's financial structure, fostering

industrialization and urbanization. Cities became hubs of economic activities, offering employment opportunities in various sectors, such as information technology, manufacturing, and services.

This economic dynamism became a magnet for rural-to-urban migration, with individuals seeking better livelihoods and living standards. The liberalization of the Indian economy resulted in the growth of industries and the service sector, leading to increased demand for labour in urban areas. Many men migrated from rural to urban areas for better employment opportunities.

While men predominantly migrated for employment, women experienced a more nuanced migration pattern. Some women moved to urban areas for job opportunities, especially in the expanding service sector, while others followed their male family members. Additionally, liberalization contributed to changes

in traditional gender roles, influencing women to seek employment outside the household.

While men and women participate in urban migration, the patterns and motivations often differ. Men traditionally moved to urban areas for employment, drawn by the promise of higher wages and diverse job opportunities. On the other hand, women's migration was frequently linked to marriage or familial responsibilities. However, post-liberalization, women's migration patterns have undergone a noticeable shift. The expansion of the service sector, including the IT industry, has created employment opportunities for women, altering the traditionally male-dominated narrative of urban migration.

Economic liberalization contributed to women's empowerment by providing them new economic opportunities. With their diverse job markets, urban areas became spaces where

Prof (Dr.) S N Tripathy

women could exercise agency and challenge traditional gender norms.

However, gendered migration also brought challenges, including the vulnerability of female migrants to exploitation and the need for adequate social support systems. The rapid urbanization process sometimes outpaced the development of infrastructure and support mechanisms, leaving women in precarious situations. Despite the changing dynamics, women migrants face unique challenges in urban settings.

The patriarchal structures entrenched in Indian society often translate into gender-based discrimination in workplaces and public spaces. Women may encounter barriers in accessing education and healthcare, and safety concerns are heightened, particularly in informal settlements. Balancing familial responsibilities and career aspirations adds extra complexity to the female migrant experience.

Urban Infrastructure

and Gender Disparities: Urbanization in post-liberalization India often led to disparities in access to essential services. Women, especially those migrating from rural areas, face challenges accessing healthcare, education, and other services in urban environments.

Gendered dynamics are evident in housing patterns and safety concerns. Safety considerations might influence women's choices of residence, and affordable and secure housing availability is crucial for female migrants.

Empowerment Opportunities for Women:

While challenges persist, urbanization has also provided avenues for women's empowerment. The economic independence afforded by urban employment can challenge traditional gender roles.

Policy Implications: Addressing the gendered dimensions of urban migration requires a nuanced policy approach. Policymakers should prioritize creating inclusive urban spaces that cater to the diverse needs of both male and female migrants. This includes implementing

measures to ensure workplace equality, improving access to education and healthcare, and enhancing safety and security in urban areas.

Moreover, targeted interventions such as skill development programs and entrepreneurship support can empower women economically and socially.

Policymakers need to adopt gender-sensitive urban planning strategies to address the unique needs and challenges faced by male and female migrants.

This includes considerations for safe housing, healthcare, and public spaces.

Policies promoting gender equality in the workplace and addressing issues such as wage gaps and workplace harassment are essential.

Moreover, measures to support women in non-traditional sectors should be implemented.

In conclusion, the gendered migration patterns in post-liberalization India reflect a complex interplay of economic, social, and cultural factors. Understanding

and addressing these dynamics are crucial for creating inclusive and sustainable urban spaces that benefit both men and women.

The urban dynamics of gendered migration in post-liberalization India reflect the complex interplay of economic, social, and cultural factors. While men and women migrate for different reasons, the changing landscape offers opportunities for empowerment and challenges traditional gender norms. Addressing the challenges women migrants face and leveraging their contributions to urban development is crucial for fostering inclusive and sustainable urbanization. As India continues to urbanize, acknowledging and understanding the gendered nature of migration is essential for crafting policies that promote equality and create vibrant, resilient urban spaces.

***Former Professor of Economics, Gokhale Institute of Politics and Economics, Pune, currently at Berhampur, Odisha**

"Beyond Borders : Khalil Gibran's Global Influence"



Khalil Gibran, born in Lebanon in 1883, stands as a celebrated figure, a luminary whose brilliance reverberates through the ages. His profound insights, poetic eloquence, and philosophical reflections have left an indelible mark on the literary landscape, transcending cultural and linguistic boundaries.

Contribution to the World of Literature

Gibran's literary legacy stands as a testament to his unparalleled ability to weave spirituality, human emotions, and universal themes into a tapestry of profound wisdom. Notable works such as "The Prophet" and "A

Treasury of Wisdom" exemplify his gift for articulating intricate ideas with a simplicity that resonates profoundly, earning him global acclaim. "The Prophet," a timeless masterpiece that debuted in 1923, continues to captivate readers worldwide. Its enchanting wisdom, delivered in Gibran's eloquent prose, has transcended borders, embraced in over 100 languages. This best-selling gem invites readers on a global journey, inspiring hearts with its enduring messages. Alongside this masterpiece, Gibran penned other notable works like "The Madman," "Sand and Foam," and "The Forerunner."

showcasing the breadth of his artistic prowess. Despite his artistic success, Gibran's life was tragically cut short

by cirrhosis of the liver and tuberculosis, leaving behind a legacy that continues to shape the literary landscape. He departed on April 10, 1931, but his words remain alive, eternally resonating with those seeking profound insights and spiritual illumination.

GOD'S FOOL: Khalil Gibran's Masterpiece
Within the tapestry of Khalil Gibran's masterpiece, "God's Fool" emerges as a powerful poem, a poetic symphony within "The Forerunner." This profound piece delves into intricate themes and philosophical insights, inviting readers into an enriching experience that mirrors Gibran's unique perspective on spirituality and the tapestry of life.

In a bygone era, a man from a distant desert, dressed humbly, entered a magnificent city, marveling at its grand buildings and temples. Despite language barriers, he wandered into what he believed to

Aubaid Akhoon

poems and parables, Gibran intricately weaves threads of wisdom, exploring the depths of spirituality, love, and the vast expanse of our greater selves.

Here, I present the enchanting narrative of "God's Fool," a poetic gem nestled within Khalil Gibran's magnum opus, "The Forerunner." Each verse unveils a profound story, a poetic odyssey that transcends the ordinary, offering readers a glimpse into Gibran's masterful exploration of spirituality and the intricate tapestry of life.

In a bygone era, a man from a distant desert, dressed humbly, entered a magnificent city, marveling at its grand buildings and temples. Despite language barriers, he wandered into what he believed to

be a place of worship—a yellow marble building—only to discover a lively scene of feasting and music. Mistaking it for a generous feast hosted by the local prince, he indulged in hospitality, unaware of an impending misunderstanding.

Confronted about an unpaid bill by a well-dressed doorkeeper, he faced four watchmen, thinking them to be the prince's servants. Escorted to a court, he found himself questioned by a judge in an unfamiliar language.

Advocates argued his case, leaving him thrilled at the prospect of a royal audience. However, the judge's perplexing verdict sentenced him to ride a naked horse through the city with a tablet around his neck. The procession, accompanied by trumpeters and

Influence
Gibran's impact extends far beyond his lifetime. His writings, including "God's Fool," inspire artists, thinkers, and spiritual seekers worldwide. The timeless wisdom prompts reflection on personal journeys and the quest for spiritual understanding.

Embracing Gibran's Wisdom

As readers engage with "God's Fool," they are invited to embrace Gibran's wisdom and consider the transformative power of questioning societal norms.

The work encourages a shift in perspective, urging individuals to look beyond the surface and seek a profound connection with the divine.

brilliance, merging spirituality with poetic expression. This captivating literary odyssey challenges readers to reevaluate notions of wisdom and folly, guiding them on a contemplative journey toward a deeper understanding of existence. Gibran's words are not merely read; they invite readers to embark on a spiritual adventure, crafted by a master wordsmith, where literature becomes a transformative experience.

Author is a renowned Columnist & Motivational Speaker and an Associate Editor of the Weekly Publication 'Education Quill.'
He currently serves as the Senior EDP Head at DD Target PMT Kashmir, a reputable institute renowned for its coaching classes in the medical/JEE/Foundation Classes. akhoonaubaid@gmail.com

PROBATIONERS OF INDIAN AUDIT & ACCOUNTS SERVICE, INDIAN REVENUE SERVICE (CUSTOMS & INDIRECT TAXES) AND INDIAN STATISTICAL SERVICE CALL ON THE PRESIDENT

New Delhi, (KCN): Probationers of Indian Audit & Accounts Service, Indian Revenue Service (Customs & Indirect Taxes) and Indian Statistical Service called on the President of India, Smt Droupadi Murmu at Rashtrapati Bhavan today (December 26, 2023).

Addressing the probationers, the President said that public service will give them an opportunity to serve the country while holding important positions in the governance system. They can contribute immensely in India's development journey through innovative, smart and citizen-centric

functioning in their respective domains. She advised them to remember that their actions and decisions will have an impact on the lives of all the citizens. She said that the integrity, hard work and sincerity that each of them puts in their work, will play a huge role in determining the pace of development of our people.

Addressing the officers of Indian Audit & Accounts Service, the President said that they are expected to function as the custodians of public trust and guardians of financial prudence. They should always adhere to the



values of truth, transparency and fairness while making decisions and taking actions. She said that

they should be proud to be part of such an institution which has strengthened its position in the governance

system over the years. It is the duty of the young officers like them to carry forward this rich legacy.

Addressing the officers of Indian Revenue Service (Customs & Indirect Taxes), the President said that they

will be entrusted with the task of administration and collection of several duties and taxes. In order to perform multifarious tasks with efficiency, they need to be updated about the latest advancements in all fields and also work hand-in-hand with officers of other services and departments.

Addressing the officers of Indian Statistical Service, the President said that data or statistics forms a very important base for all activities ranging from formulation of policies to, analysing the outcome of the

programmes and schemes. There is a need to generate accurate and high quality Data sets using the latest techniques of international standards. With the increasing availability of information through numerous channels, the significance of authentic and accurate statistics has increased manifold. She stated that ISS officers need to use the latest methods from fields like Artificial Intelligence, Big Data, Data Science and others for compiling official statistics and managing survey operations.

Sanyasis of various Hindu Sects called for declaring "Bhagwat Gita" as "National Book of India" from Brigrade Parade Ground Kolkata

Kolkata (PARTHA ROY): Sanyasis of various Hindu Sects from across West Bengal as well as neighbouring states of Bihar, Jharkhand, Odisha as well as spiritual leaders of various spiritual as well as socio-cultural organisations called for declaring "Bhagwat Gita" as "National Book of India" from Brigrade Parade Ground Kolkata on 24th December 2023 during the "Lokko Konte Gita Path" program. As President of the organising committee Swami Pradipananda, who is also Secretary of Bharat Sevashram Sangha Murshidabad & Trustee of Bharat Sevashram Sangha said during his address that nearly one lac and thirty seven thousand people participated & chanted Slokas from



Bhagwat Gita together. The Gita path program saw presence & participation in chanting of Bhagwat Gita by people of different faith including Buddhism, Christianity, Jainism, Islam, Sikhism, zoroastrianism & others demonstrating mass appeal and popularity of Bhagwat Gita.

People from diverse socio-cultural-economic-political background participated in Gita path together. Such participation reflected popularity of Bhagwat Gita.

The Lokko Konte Gita Path program facilitated demonstration of Hindu Cultural unity in diversity as well as

reviving of Hindu Cultural consciousness amongst youths as well as other generations.

The program created three official World Records. 1) largest no. of people chanting Bhagwat Gita together; 2) largest no. of people blowing Shank together 3) largest no. of people singing Nazrulgeeti

together. Speaking to Partha Roy Senior Journalist Shri Shishir Bajoria noted industrialist and vice-chairman Europe -India Business Council promoting multi-dimensional relationship between European Union and India on economic, Trade, political, climate and social fronts, said he wholeheartedly supports demand of Sanyasis that Bhagwat Gita should be given official status of "National Book of India". Shri Bajoria further added Bhagwat Gita calls upon all human beings to do their duty. Dr. Madhuchanda Kar an oncologist & Director of one of the top hospital in Kolkata who participated in World Record making Gita path said reading of Bhagavat Gita inspires to manage complex challenges in every day life.

Centre for Development of Advanced Computing Kolkata Leads Agricultural Revolution at ICSTA 2023



Kolkata (ADVAITA SETH): The Centre for Development of Advanced Computing (C-DAC), Kolkata, a premier research and development organization under the Ministry of Electronics and IT, took centre stage at the 'International Conference on Systems and Technologies for Smart Agriculture (ICSTA 2023)', held in collaboration with the University of Calcutta. The conference held at the Biswa Bangla Convention Centre, New Town, Kolkata, brought together global experts to discuss and propel transformative advancements in agricultural practices. C-DAC, Kolkata, a constituent unit of C-DAC, is renowned for its contributions to cutting-edge technological

solutions for societal benefit. Engaged in diverse areas such as agriculture, defence research, signal processing, and quantum technologies, C-DAC plays a crucial role in fostering innovation in India's technological landscape. Themed "Cultivation of Civilization through Sustainable Agricultural Practices - Together We Make It Possible", 'International Conference on Systems and Technologies for Smart Agriculture (ICSTA 2023)' aimed to provide a pivotal platform for scientific communities and industries to deliberate on agricultural practices that preserve natural resources, elevate crop quality, protect the environment, and mitigate health hazards

and industry to deliberate on agricultural practices that preserve Earth's natural resources. The conference aimed to elevate crop quality, protect the environment, and mitigate health hazards for farmers through the integration of electronics and ICT technologies. Sponsored by the Ministry of Electronics and Information Technology and in collaboration with leading institutions, ICSTA 2023 showcased an extensive research program addressing key issues in agriculture. Innovations included the Vision-guided AI-enabled Robotic Apple Harvester, IoT Solution for Poultry Farm Practice, Electronics Platform to Monitor Cattle Health and Milk Quality, AI-based Air Quality Monitoring

System (AQ-AIMS) for Mine and Cement Industries, and e-Quality - Electronic Quality Assessment Solution for Agricultural Commodities for eNAM. ICSTA 2023, spearheaded by C-DAC, Kolkata, emerges as a beacon for the fusion of cutting-edge technology and sustainable agricultural practices. By fostering collaboration among experts, scientists, and industry leaders, the conference is set to catalyse innovation, propelling the agriculture sector towards a more sustainable and technologically advanced future. The transformative potential of technology in agriculture was underscored, emphasizing ethical and inclusive deployment for the overall advancement of society. C-DAC's role in developing lasting technological solutions for improved agricultural productivity within the nation was acknowledged, solidifying its position as a pioneer in the field.

Bhubaneswar, Odisha have participated in this training program. Dr. B.K. Das, Director, I C A R - C I F R I inaugurated the training program interacted with the trainees, and motivated them for the ornamental fish culture. He also urged the trainees to take up the ornamental fish as a small household business model for income generation. The training program emphasized various aspects of ornamental fish culture, which includes the basic introduction to ornamental fish, fish handling, breeding of ornamental fishes, aquarium fabrication, feed preparation and disease management through the combination of theory and practical classes along with the field exposure. The trainees were also introduced to the Institutes facilities such as Recirculatory Aquaculture System (RAS), ornamental hatchery unit, Ganga fish conservation unit and



The Vice President, Shri Jagdeep Dhankhar in a photograph with the Indian Statistical Service (ISS) Probationers of 2023 batch at Upa-Rashtrapati Nivas, in New Delhi

Distraught farmers threaten suicide

Jajpur (KCN): Standing paddy crops on over 40 acres of farmlands have been destroyed in the last week due to alleged discharge of toxic water full of chemical effluents by three companies at Telibahali village under Danagadi block in Jajpur district, sources informed Monday. This development has pushed the farmers into distress as they ponder how to make up for the losses they have suffered. More importantly, it was close to harvesting time when the crops were destroyed.

In frustration, sharecropper Rama Chandra Jena set fire to the rotten crops that he had cultivated on 4.5 acres of land. On being informed, a team of scientists from the regional office of the State Pollution Control Board (SPCB) at Kalinganagar visited the spot Friday and collected the toxic water samples for examination. Sources said the wastewater of the three industrial plants under Jakhpura police limits are being regularly discharged into Gonda drain. It has been happening for more than a decade now. The water full of

chemical wastes also pollutes the Brahmani river, it has been alleged. Earlier reports from SPCB experts had also blamed the three companies for polluting both the Gonda drain and the Brahmani River. However, to date, no action has been taken, except for the companies being served with notices at regular intervals. Locals alleged that the companies have failed to establish a common effluent treatment plant (CETP) for the treatment of wastewater. The Orissa High Court had ordered the



construction of a CETP at the area more than eight years ago. However, no steps have been taken in this regard. The Odisha government is also not instructing the three companies to set up a CETP, sources alleged.

Among the farmers who have suffered and whose paddy crops have been destroyed other than Rama Chandra are Bishnu Charan Sahu (two acres of land), Gobind Chandra Jena (3.5 acres), Nityananda

Jena (two acres), Rekanda Munda (1.5 acres), Rabindra Das (4.5 acres), Jagabandhu Sahu (7.5 acres), Punia Munda five acres) while Rasik Munda, Tukuna Munda and Jogendra Das have lost crops on

three acres of land respectively. They had borrowed from banks and private money lenders to raise the paddy crops. Now they are at their wits end regarding the clearance of their loans. Farmers said that the blocking of the Satabainsia nullah is the root cause of all the problems. Earlier chemical water used to flow through Satabainsia before entering the Gonda drain. When contacted, SPCB's regional officer Pramod Kumar Behera at Kalinganagar said that action will be initiated against the erring plants, once the latest report of the samples comes in.

Bhitarkanika to be closed for 10 days for croc census



Kendrapara (KCN): The Bhitarkanika National Park will remain closed for ten days for tourists from January 5 to carry out the headcount of estuarine crocodiles. DFO of Rajnagar Mangrove (Forest) and Wildlife Division Gopinath Sudarshan Yadav Monday said the restriction on the visitors' entry into the park is to prevent noise pollution during the census drive and also to

facilitate the census operation smoothly in a tranquil atmosphere. The headcount drive of saltwater crocodiles will be organised under the supervision of DFO of Rajnagar Mangrove (Forest) and Wildlife Division. The entire day-and-night census operation will be monitored and supervised by the technical expert deputed from the Wildlife Division headquarters. The enumerators,

assisted by the trained local forest staff, will cover the Bhitarkanika river system besides innumerable creeks, water inlets and nullahs, where the reptiles are found in abundant numbers. The saltwater crocodile, being amphibious, can be counted directly on land while basking on the river bed, and water surfaces while floating. During day time, crocodiles basking on land are easier to count

Gahirmatha sanctuary officials nab 26 fishers

Kendrapara (KCN): The forest personnel of Gahirmatha Marine Sanctuary have arrested 26 fishermen in the last two days for catching fish illegally after trespassing into the 'No Fishing Zone' of Gahirmatha Marine Sanctuary. The forest personnel also seized two trawlers, 12.10

quintal marine fish catch, 14 trawler fishing nets, eight VHF sets, and three numbers of GPS sets from the arrested fishermen, Ranger of Gahirmatha Marine Sanctuary Pradosh Moharana said. He said the forest personnel during patrolling in the mid sea noticed a trawler in the prohibited area of

Gahirmatha Marine Sanctuary. The patrolling team intercepted the fishing trawler, arrested nine fishermen and seized 12 quintals of fish catch, four VHF sets, two GPS sets, and 10 trawl fishing nets from their possessions. Similarly, on the wee hours of Sunday, the Gahirmatha Marine Sanctuary personnel

Churches colorful on X-Mas at Gajapati



Paralakhemundi (KCN): At Gumma, Nuagada, Rayagada, Rudayagiri, Kashinagar, Gosani & Mohana blocks Christian community population still balanced. Their

Christmas festival is awaiting one every year. On 25th December those community people eagerly waiting to celebrate. Ar Gumma 152 Churches where

both Catholic & Baptist established. To share with others to bring unique brotherhood is their passion. Pasteur Bilap Pani, Loka Nayak & Turemen

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EIRC-ICAI's 48th Regional Conference Sets the Stage for Innovation and Professional Growth in Chartered Accountancy



Kolkata (ADVAITA SETH): The vibrant city of Kolkata recently played host to the 48th Regional Conference of the Eastern India Regional Council (EIRC) of The Institute of Chartered Accountants of India (ICAI). The Science City Auditorium in Kolkata witnessed a gathering of over 2650 Chartered Accountants, Finance Professionals, and stakeholders from across the nation, marking this event as a confluence of expertise and innovation. The overarching theme of the conference, "Build Capacity, Elevate Standard, Ensure Growth," resonated with the cherished dream of the EIRC to bring its fraternity closer to the Institute and facilitate continuous evolution as professionals.

The inauguration ceremony, led by CA Ranjeet Kumar Agarwal, Hon'ble Vice-President, ICAI, set the tone for the

conference. CA Agarwal emphasized the transformative journey of ICAI and its significant contribution to nation-building over the years. He urged Chartered Accountants to play a pivotal role in the 'Amrit Kaal' to propel India towards becoming a developed nation. The global initiatives of ICAI were also highlighted, showcasing the Institute's commitment to creating global footprints.

The first day of the conference unfolded with insightful talks on the future of the accountancy profession by the Vice President of ICAI. A panel discussion on financial oversight in the digital age, moderated by CA (Dr.) Debasish Mitra, featured distinguished names from the industry, including Mr. Sujan Kumar Kafle, President of ICA Nepal; Mr. Hassan Mohamed, Vice

President of ICA Maldives; and Mr. Vikash Kumar, IA&AS, Director - IS-II, Office of the CAG, India. A riveting panel discussion on driving India's growth through innovation and entrepreneurship captured the audience's attention. The panel, featuring CA. K. Raghu, Mr. Gaurav Jalan, Mr. Vishal Dave, and CA. Vineet Patawari, explored the crucial role of innovation in shaping India's economic landscape. The importance of technology in accounting was brought to the forefront in a discussion titled "The Future is Digital: Transforming Accounting with Technology." Mr. Mantavya Gajjar, MD, Oodo India, underscored the need for embracing technological advancements to ensure the profession's relevance in a dynamic and digitally-driven business environment. The second day was

graced by the Hon'ble President, ICAI - CA. Aniket Sunil Talati. He shed light on capacity building and empowering the youth for a self-reliant India, emphasizing key strategies such as education reforms, skill development programs, entrepreneurship support, digital literacy, and youth engagement. The day delved into the future of money with Mr. Varun Sridhar's vivid explanation of "The Digital Way." A panel discussion on the global business outlook and the role of India and CAs, moderated by CA. Nilesh S. Vikamsey, explored India's rising prominence in the global business landscape. The conference concluded with a special session on "CA Connect," an initiative by the Ethical Standards Board. CA CV Chitale and CA. Sushil Kumar Goyal elucidated the importance and nuances

of this concept, underlining its significance in fostering ethical standards within the profession.

The success of the 48th Regional Conference of EIRC-ICAI not only marked a significant milestone in the institute's journey but also set a high standard for future professional gatherings. The event provided a dynamic platform for learning, discussion, and networking, reinforcing the EIRC's commitment to the continuous evolution of its fraternity. The leadership of CA. Debayan Patra, Chairman of the EIRC, and his dedicated team ensured the seamless execution of this impactful event. As the conference concluded, it left an indelible mark, reflecting the spirit of innovation and expertise that defines the Chartered Accountancy profession in India.

Navi Finserv Limited is planning to raise ₹600 crore through public issuance of Non-Convertible Debentures

Bengaluru: Navi Finserv Limited (NFS), a wholly owned subsidiary of Navi Technologies Limited (Navi), today announced the public issue of Secured, Rated, Listed & Redeemable Non-Convertible Debentures (NCDs) amounting to ₹600 crore with a base issue of ₹300 crore and an option to retain over-subscription of another ₹300 crore. The issue will open on Monday 23rd May, 2022 and is scheduled to close on Friday, 10th June 10, 2022 with an option of early closure or extension.

The proposed NCDs have a rating of A (Stable) by India Ratings & Research Pvt Ltd. This rating is considered to have adequate degree of safety regarding timely servicing of financial obligations. Such instruments carry low credit risk.

Investors get an opportunity to participate in secured NCDs under various series for tenure of 18 months and 27 months

with an effective yield of upto 9.80%* and a minimum application size of ₹10,000.

Speaking about the NCD issue, Ankit Agarwal, Managing Director of NFS said, "The upcoming NCD issue aims to raise funds for onward lending and financing purposes. This will further diversify our borrowing profile and add more retail investors to our portfolio to complement our wide base of institutional partners. This is a secured instrument with A (stable) rating, a low application size and an effective yield of upto 9.80%*. Sachin Bansal, Chairman & CEO of NFS added: "At Navi, our mission is to provide financial products that are simple, affordable and accessible. I believe that our customer centric and technology first approach along with our array of instruments such as NCDs, sub-debt, term loans, market linked debentures, commercial papers and, securitisation instruments such as PTCs.

NFS has maintained a strong asset quality reflected by its Net NPA of 0.08% (as on December 31, 2021), which is supported by a collections efficiency of 96.63% (for personal loans disbursed subsequent to April 1, 2021 till December 31, 2021). Its outstanding borrowings on a standalone basis of ₹27,749.76 million as of March 31, 2022 was diversified across an array of instruments such as NCDs, sub-debt, term loans, market linked debentures, commercial papers and, securitisation instruments such as PTCs.

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 ₹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.

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.

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. 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

JK Lakshmi Cement Posted Net Profit up at Rs 161.26 Cr. in Jan-Mar.22

Bhubaneswar: JK Lakshmi Cement Ltd., one of the leading cement companies of India, recorded a turnover of ₹1497.64 crore in Jan-Mar.22 with an increase of 13% over ₹1321.99 crore in the corresponding quarter. Jan-Mar.21. Despite unabated increase in Petcoke and Diesel prices which are hovering at all time high, JK Lakshmi Cement could achieve healthy profitability by continuous improvement in operational

efficiencies, energy cost, better product mix and higher volume. JK Lakshmi Cement's EBITDA before Other Income moved up to ₹276.23 crore in Jan-Mar.22 from ₹267.88 crore in Jan-Mar.21. After providing for interest, depreciation & Exceptional Item, PBT stood at ₹197.93 crore in Jan-Mar.22 as against ₹186.53 crore in Jan-Mar.21. After Providing for Taxes and Other Comprehensive Income, JK Lakshmi Cement's Profit was up at ₹161.26 crore in Jan-Mar.22 against ₹138.27 crore logged in the corresponding quarter. During the twelve months April 21 – March 22 Company's Sales increased by 15% to ₹5040.78 crore (₹4384.71 crore) and EBITDA was up at ₹868.52 crore (₹864.22 crore). JK Lakshmi Cement's profit at PAT level during this period moved up by 14% to touch all time high at ₹417.56 crore against profit of ₹366.24 crore in the same period last year.

Ecom Express announces 55,000 registrations for its Delivery Partner Program

Bhubaneswar / Gurugram: Ecom Express Limited, a new-age technology-driven end-to-end logistics solutions provider to the e-commerce industry, announced that it has crossed 55,000 gig workers registration on their dedicated app called 'EcomSanjeev' to onboard delivery partners since its launch in September 2021.

The company's delivery partner program aims to create part-time work opportunities for individuals with the option of flexible timings to maximize their earnings by delivering e-commerce shipments to customers. Delivery Partners working through Ecom Express' gig model can earn

anywhere between ₹15,000 to ₹60,000 per month.

Close to 60 per cent of registrations have been from Tier 4 cities and towns, indicating massive affinity for gig opportunities in those areas. The top 10 cities/towns with the highest registrations include Delhi, Bengaluru, Mumbai, Hyderabad, Chennai, Kolkata, Pune, Lucknow, Gurugram and Patna.

In Odisha, over 4000 gig-workers have registered for part-time engagement as delivery partners with Ecom Express. Most of the registrations have been from Bhubaneswar, Cuttack, Rourkela, Berhampur and Sambalpur among other

cities.

Saurabh Deep Singla, Chief People Officer, Ecom Express said, "Since the launch of our ESP program last year, we have created opportunities for students, homemakers and individuals looking to supplement and maximize their income by delivering e-commerce shipments during their spare time. This flagship program, besides empowering gig workforce, also helped the company to scale their delivery capabilities in assuring speed, reliability, and effective logistics solutions to deliver online-ordered products at end-customers' doorstep safely."

The company has also

announced provision of accidental insurance of ₹2 lakhs to safeguard delivery partners from any mishaps, besides offering a host of other benefits, including attendance bonus depending on their work continuity. Referral programs are run from time to time to expand the delivery partner base while rewarding the existing partners. To create stronger affiliation with delivery partners, Ecom Express has further collaborated with leading brands to provide numerous enticing benefits.

Any individual, male or female, fresher or experienced, can earn extra income by applying for this part-time job online using the

app, Ecom Sanjeev, available on Google Playstore. They will have the flexibility to choose their preferred time slots and workdays.

To join as a Delivery Partner with Ecom Express, candidates must possess a valid Aadhaar card, preferably own vehicle, and have a smartphone. Ecom Express also allows gig workers who don't have any owned vehicle to register themselves and work. All personal documents for enrollment can be uploaded through the Ecom Sanjeev app and the verification (PAN card, Bank account) is done online along with physical document verification at the nearest Ecom Express center.

efficiencies, energy cost, better product mix and higher volume. JK Lakshmi Cement's EBITDA before Other Income moved up to ₹276.23 crore in Jan-Mar.22 from ₹267.88 crore in Jan-Mar.21. After providing for interest, depreciation & Exceptional Item, PBT stood at ₹197.93 crore in Jan-Mar.22 as against ₹186.53 crore in Jan-Mar.21. After Providing for Taxes and Other Comprehensive Income, JK Lakshmi Cement's Profit was up at ₹161.26 crore in Jan-Mar.22 against ₹138.27 crore logged in the corresponding quarter. During the twelve months April 21 – March 22 Company's Sales increased by 15% to ₹5040.78 crore (₹4384.71 crore) and EBITDA was up at ₹868.52 crore (₹864.22 crore). JK Lakshmi Cement's profit at PAT level during this period moved up by 14% to touch all time high at ₹417.56 crore against profit of ₹366.24 crore in the same period last year.

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

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."

Blurred vision affected Shakib's batting in 2023 World Cup

New Delhi: What went wrong with Shakib Al Hasan's batting in the recently concluded World Cup? It remained the talking point in Bangladesh following their dismal performance in the showpiece event. The senior player has now revealed to Cricbuzz that he played the whole World Cup with lot of discomfort due to blurred vision from stress-related issues.

Shakib, who came up with a tremendous all-round show during the 2019 edition of World Cup, making 606 runs apart from taking 11 wickets, was expected to lead from the front in the 2023 edition in India. But the ODI skipper, who missed two games of 2023 World Cup due to injury, had a mediocre tournament with the bat

as he managed only 186 runs in seven matches at an average of 26.57.

Shakib was in the news after going back to Bangladesh in the middle of the tournament for a long batting session with his childhood mentor Nazmul Abedin. But that didn't serve much help as the left-hander was constantly troubled by short deliveries during the tournament. There were certain times during the showpiece event in India when he was seen batting with remodelled stance, which was not quite the way he usually bats.

Cricbuzz learnt that he had blurred vision on one side of his left eye due to stress and it had a huge impact on his batting. "It is not in one or two games in the World Cup, rather I was



having it (the eye problem) throughout the World Cup," Shakib told Cricbuzz on Sunday (December 24) in his home town Magura where he is busy with parliamentary election campaign.

"It could have happened," he said when

asked if he was playing with one eye and batted possibly by assuming that that ball was coming a certain way. "I had huge discomfort facing the ball."

According to medical science, the eye is considered an extension of the brain and so when

stress affects the brain it also in turn affects the eyes and the vascular system. When stress hormones are released, they can directly impact vision. Chronic stress increases risk for high blood pressure and it thickens blood vessels while restricting blood

flow to the retina. This is known as hypertensive retinopathy and the symptoms include double vision and blurred or reduced vision.

"The thing is that when I went to the doctor there was water in my cornea or retina and they had

given me drops and told me that I have to lower my stress. I am not sure whether that was the reason (for my eye problem). But when I again checked in America (after the World Cup) there was no stress and I told the doctor there is no World Cup so naturally there is no stress," said Shakib.

Shakib, however, is not ready to put captaincy as an excuse for excessive stress but said if he had got the ODI team earlier it would have been better for him. "Because I have

done captaincy (I am not ready to put that as an excuse for stress). But if I had got that (captaincy) earlier it would have been easy because if I had time I could make everything ready and go there (for the World Cup)," he said.

"The problem I faced (as a captain) was that the team was not ready the way I was thinking or the philosophy through which I wanted to play. If you see not only during the World Cup but through 2023 our ODI performances were not good."

Bangladesh was the first team to be eliminated from the from the 2023 Cricket World Cup after their sixth straight defeat. Bangladesh won only two out of nine matches, registering

victories against Afghanistan and Sri Lanka.

Meanwhile, Shakib insisted that though he is entering politics he is not ready to bid goodbye to cricket. He added that he won't have any problems with BCB despite being in politics, which was the case with former skipper Mashrafe Mortaza after he entered politics.

"I think they (cricket and politics) can be managed. Managing time will not be a problem because I have done it in the past and can do it in future as well, and have full confidence on me to make that happen," said Shakib. "I don't think that will be the case with me (having any misunderstanding with the board) because I am straightforward."

South Africa the toughest place to play for a batter - Rohit

New Delhi: Thirty-six days since that fateful night, when an Indian captain hung his head low, inadvertently assisting gravity but doing a good job of holding back tears of agony, Rohit Sharma attended a pre-match press conference in another continent on the eve of the Boxing Day Test against South Africa - a country where India have never won a Test series.

"It's a very important two Test matches in terms of where we stand as a team," said Rohit Sharma. "To look back, we have never won a series here as well, that's a big opportunity in itself. We have come pretty close the last two times we toured here, and we come to this place with a lot of confidence trying to achieve what no one has ever achieved in this part of the world."

The Indian captain lauded India's seam attack, perhaps their greatest of all time, crediting them for India's success, particularly overseas, in the last few years. However, he also admitted that the shoes of Mohammed Shami will be difficult to fill, given



his experience and skill set in seaming conditions.

"Our seamers have earned respect in how they have performed in overseas conditions," remarked Rohit. "In the last 5-7 years in fact, we did very well in Australia and England, even in South Africa, we have come close. We won in Centurion, and came pretty close in Jo'Burg and Cape Town, and the seamers have pulled their weight."

"Shami will be a big miss. His experience and what he has done over the years will be a big miss. Someone will take his place, and it won't be an easy role, but we have a lot of confidence in the guys who might take his place."

From the batting perspective, Rohit said

not been here before, they're excited and looking forward to the challenge."

Sharma also explained the progressive challenges batters typically face over the course of a Test in South Africa, and why seam bowlers are a lot more dominant in these conditions.

"Bowlers dominate here because of the bounce and the lateral movement. It gets harder as the game goes on as the cracks open up and the bounce gets variable. Every day has its own challenge and as the game goes on it gets tougher and tougher to bat. It'll be nice to put our hand up and get the job done for the team."

Furthermore, Sharma explained that batters can never take the conditions for granted, stressing the fact that the ball continues to do something, and that as a batter, you're never really in.

"It's important to apply yourself what kind of shots yield runs, how the bowlers are bowling, you will know how to score runs in these conditions, as our batters showed last

time. It's important to know that you're never really in, even when you're batting on 70 or 80."

"If you just look to survive here, it gets difficult. You can't just go there and looking to survive, but going in with a run-scoring mindset helps."

With regard to the changed role of KL Rahul, Rohit Sharma spoke about the way the batter has transformed himself, and his future in the role across formats.

"Every cricketer has to go through some transformation or a different role in their career," said Rohit. "Hardly a few players have stuck to the same position in their career. The way KL kept playing in the World Cup was pleasing. He himself was keen to take up the role so he gave up the option to play a solid batter at 5-6-7 maybe."

"He is experienced in these conditions and got a hundred as an opener last time. Even in the position where he's batting in ODIs, he does most things right, bats and understand the game well. He knows what's required in different stages of the game."

Mujeeb was signed by Kolkata Knight Riders while Fazalhaq and Naveen

requested to consider their consent for their participation in the national events," a committee member was quoted in an official statement of ACB on Monday.

The committee presented the following recommendations to the ACB's top management:

1. Not Awarding Central Contracts: Starting from January 1, 2024, the three players shall not be eligible for the central contract for one year. In this case, ACB will consider and decide their participation in events when needed.
2. Delay Granting No Objection Certificates (NOCs): Consideration of these players as non-

eligible to obtain No Objection Certificates (NOCs) for two years. All current NOCs shall be revoked immediately.

3. Transparently communicate ACB's stance to the cricketing community, including the ICC, the ACC, Member Countries/ Cricket Boards, and the Afghanistan Public. The decision by the Afghanistan Cricket Board is made with a focus on national priorities, aligned with the ACB's core values and principles. It highlights the necessity for every player to maintain the ACB's principles and prioritize the country's interests above their personal ones

Michael Holding Blasts ICC After Usman Khawaja's Multiple Attempts To Take Gaza Crisis Message On Field Fails

New Delhi: Australia's opening batter Usman Khawaja has tried various methods to take the voice of Gaza victims to the field. He first attempted to play with shoes that had 'All Lives Are Equal' written on them. The International Cricket Council stopped him from doing so. Usman then released a video on his social media, informing the world that all he wanted to speak in support of all those stuck in the war in Gaza. Khawaja said that some people were trying to paint his

on-field gesture in a negative way but he was hellbent on taking these signs to the cricket field and would seek approval of the world governing body to do so.

Khawaja was seen wearing a black armband in the 1st Test vs Pakistan in Perth. After the match, ICC reprimanded him for wearing the armband as a proper approval is needed for it to be worn and it is usually done when a cricketer is going through a personal loss. The cricketer was asked whether he was doing it for a personal

bereavement and he later told media that it was for one and that it had nothing to do with anything else. Khawaja was then spotted batting with another peace symbol on his shoe, a dove with an olive branch. The ICC, after giving due consideration to Usman Khawaja's request for a personal message logo on his bat for the remainder of the Test series against Pakistan, did not approve the application," said an ICC spokesperson. "Personal messages of this nature are not allowed as per Clause F of the Clothing and Equipment Regulations, which can be found on

the ICC Playing Conditions page. The ICC is supportive of players using their platforms outside of the playing arena to promote human rights, peace and equality and would encourage him to continue to use alternative platforms."

West Indian bowling legend Michael Holding who is known for his blunt opinions and speaking up on various issues, blasted ICC for continuing to suppress free speech. Holding called ICC a hypocrite body who took a political stance themselves with Black Lives Matter movement but do not want a cricketer to spread message of peace.

Speaking to Theekend Australian, Holding said: "I have been following the Khawaja fiasco and I cannot say I'm surprised by the ICC's stance. If it had been most other organisations that showed some

semblance of consistency with their attitude and behaviour on issues I could claim surprise, but not them. Once again, they show their hypocrisy and lack of moral standing as an organisation."

"The ICC regulations say re messaging 'approval shall not be granted for messages which relate to political, religious or racial activities or causes,'" said Holding. "So how people were allowed to take the knee for BLM and stumps were covered with LGBTQ colours?"

