



Bhubaneswar(KCN): Chief Minister Naveen Patnaik today laid the foundation for Narsee Monjee Institute of Management Studies at Infovalley in Bhubaneswar.

years. This massive economic growth of India is driven by its youth power, he underlined. Continuing on the power of youth, he said that the youth are our strength, our assets and our hope for the future. The youth of India are now considered the hope for the global economy. This is evident from the

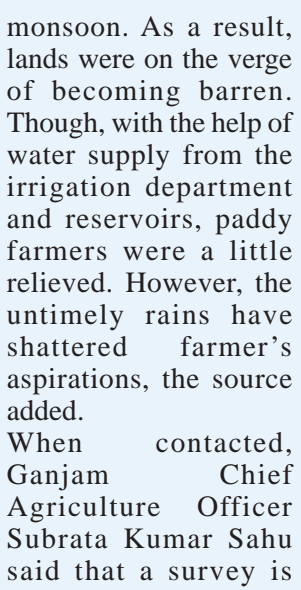
number of global CEOs and management thinkers that India has produced, he added. The Chief Minister asserted that this is purely a contribution of Indian management institutes. The quality of their education, including the Indian value system, has placed Indian management

Hyderabad(KCN): Anumula Revanth Reddy, chief of Telangana Congress who played a key role in the party's thumping victory in the November 30 Assembly polls, was today sworn in as the state's second Chief Minister.

Tummala Nageswar Rao, Konda Surekha and Jupally Krishna Rao. The ceremony was attended by the Gandhi family - Sonia Gandhi, Rahul Gandhi and Priyanka Gandhi Vadra - Congress chief Mallikarjun Kharge, Karnataka Chief Minister Siddaramaiah and Deputy Chief Minister DK Shivakumar.

Berhampur/Nayagarh/ Bolangir(KCN): The

raids on Odisha-based distillery group
The source informed that around 1.79 lakh hectares of land was cultivated in Ganjam district, out of which about 20 per cent of paddy crop was harvested before the cyclone. Another 80 per cent of the standing crop is on the verge of losing its quality. It is feared that the harvested paddy lying in the fields will be destroyed due to the rain caused by the cyclone. Prior to the cyclone, the district agriculture department of Ganjam had advised the farmers to take adequate measures to protect the crop. However, it has not been possible to shift the entire harvested paddy to safe places in such a short span of time. It can be mentioned here that cultivation began late in various blocks of Ganjam district due to the late arrival of



underway to prepare a report on the areas where the paddy crop has been damaged due to the rains. On the other hand, farmers have demanded the government's support in the backdrop of crop losses. The winter rains due to cyclone 'Michaung' have not only affected southern Odisha but also brought tears to the eyes of farmers from western Odisha districts. Incessant rains since Tuesday night in

Khaprakhol block of Bolangir district have added to the woes of farmers, another source said. Farmers like Bimal Sahu, Dhanurdhar Pradhan, Debarchan Pradhan, Panchanan Pradhan, Jitu Nag from Bender panchayat said that the paddy fields were soaked in water while the standing crops were still being harvested. According to a source from Bolangir, in Lathor village, as many as 1,200

farmers cultivated paddy on around 2,000 hectares and more than 1,000 farmers sown cotton seeds this year. The farmers, however, could not protect the paddy and cotton crops due to lack of ancillary arrangements. The farmers, who had borrowed money and harvested their crops, are now worried about the loss of their crops. Jati Pradhan, president of the District Farmers' Federation, demanded compensation from the state government after assessing the damage. When contacted, Block Agriculture Officer Santosh Kumar Meher said that the harvested crops may have been affected. The damage would be assessed and the higher authorities would be informed, Meher added. 'Dryness followed by untimely rains' Similarly, months of hard

work by farmers have been drenched in water under the impact of Cyclone Michaung-induced rainfall in Nayagarh district. A source informed that both paddy and vegetable crops have been affected by unseasonal rain. Take the case of Rabi Sahu, a farmer from Odagaon tehsil, who said, "Many farmers in Odagaon saved their crops by irrigation methods during the outbreak of drought-like situations early in the Kharif season this year. However, the rain during the harvest season has discouraged me. Though there is no water clogging in the fields, the paddy was drenched in the rain for which the quality of paddy will be affected." Meanwhile, not only paddy but vegetable cultivators have been affected in Nayagarh

district due to the rainfall. Farmers who cultivated cauliflower, beans, peas, tomatoes, and cabbages have also suffered huge losses from unseasonal rains. Pitavas Nayak, a vegetable farmer from Nuagaon, says lack of rainfall and unseasonal heavy showers have hit the farmers in our area. Due to lack of local produce, the traders in Mandis would import vegetables, and that would increase the agony of farmers. The government should look into the problems faced by the farmers and extend a helping hand, Nayak added. Notably, vegetables such as bitter gourd, bottle gourd, cabbage, cauliflower, groundnut, pointed gourd, ridge gourd, brinjal, tomato, and many more are harvested in Odisha at the end of the Kharif season.

STATE-LEVEL UNIVERSAL PEACE AND SRI JAGANNATH SPIRITUAL LITERARY CONFERENCE IN BALIYATRA.

Cuttack(KCN): On the occasion of BaliYatra, the State-level Universal Peace and Shri Jagannath Spiritual Literature Conference has been organized for two days on behalf of the KAIBALYA SAHITYA SANSAD. In the state-level Universal Peace Literary Conference, a discussion was held under the title of the influence of the Odia literature in the world literature. Hundreds of the Poets and poetess from various districts of Odisha and Out state of Odisha read out the poem entitled "Baliyatra and Universal Peace". On the said occasion,

people who have rendered services to ten social service organizations were given THE CUTTACK S E V A S H R E E HONOUR and the literary creators were awarded the Barbat Saraswat honor and Gadachandi saraswat honour . Dr. Surendra Nath Tripathi, Editor Nabkakali, Dr. Laxman Sahu, principal and Senior Columnist Mr. Ajay Kumar Panda, Deputy Director and Writer, Mr. Biswajit Suryasulhi, President Sarvodaya Mandal, Dr. Dipayan Pattanaik, Joint secretary Cuttack Peace Committee, as . Dr. Alok

Kumar Sahu, Chairman Link Eye Clinic and President Brahmananda Mohanty president Grama Swarajya attend as guest speaker and gave an account of Bali Yatra's saga, dignity, literature, culture and global trade landscape. The Poet Ajay Kumar Panda's "Moula Khara" poetry book was launched auspiciously. On the second day, Sri Jagannath Spiritual Literary Ceremony was held. On the said occasion, there was a discussion on Sri Jagannath Darshan in Odia Folk Literature. On the said occasion Inaugural Mr. Manas



Chaitanya Maharaj, the Chief Guest Subas Singh, Mayor Cuttack, Keynote Speaker Dr. Shubhendu Swain, Jagannath Culture Researcher

Honorable Speaker Mr. Prasanna Kumar Jena, IAS,Honorable guest Madhav Chaitanya Maharaj, Dr. Bidut Prabha Mishra, Lecturer Pandit Lingaraj Pati,

Pandit Nirakar Das, Poet Prasanna Swain, Rabindra Jena joined in and explained Jagannath culture in a devotional way along with the history of Bali Yatra.

Hundreds of poets who participated from different districts and states recited poems titled Bali Yatra and Shri Jagannath. The founder secretary of the organisation, Dr. SANGRAM KESHARI SAMANTARAY, was presided the meeting . Over six hundred Saraswat creators , social workers, service-providing government officials, cleaners were felicitated in the two-day-long Sarswat conference of the state. The Poet Brajeswari Singh, the Poet Niranjan Mohanty,The Poet Suravi Dwivedi conducted the stage.

Devotional music was performed by vocalists Ashok Kumar Behera, Golap Sahu and Virendra Jena. Shubhabrat Mahapatra, Jan Ranjan Pradhan, Itishree Pati, Chabiiram Sethi, Kunalta Tripathi, Sagar Kumar Samantharai, Surendra Kumar Mahapatra, Sukanti Mahapatra, Pratima Mandal, Snigdha Naik, Basant Kumari Nand, Valmika Sahu, Utkalini Raut, Bhagwati Khatua, Sukanti Mohanty Rajani Ranasingh were present at the event assisted till end. , Ashutosh Devi Prasad Raut delivered vote of thanks .

CUO to organise International Conference on “Women in the 21st Century: Environment and Sustainable Development”



Koraput(KCN): The Department of Sociology, Central University of Odisha Koraput in collaboration with the World Centre for Women’s Studies(WCWS), is organizing a three-day 9th Annual Conference on the theme “Women in the 21st Century: Environment and Sustainable Development” on December 7 - 9, 2023. The conference sub-themes are Women, Nurture the Nature

Across the Globe, Gender and Environment in Literature, Film and Theatre, Women and Environmental Policy Perspectives, Women and Sustainable Development. Hon’ble Vice-Chancellor of the University, Prof. Chakradhar Tripathi, conveys his best wishes for a successful conference. A special session will be on War: Women, Environment- Testimony.

The Department of History and Institute of European Culture, Adam Mickiewicz University, Poznan, Poland, will conduct this special session online. Around 70 papers covering the various themes and sub-themes will be presented at the conference. Around 30 participants covering abroad and from India will present papers in the physically mode while the rest of the participants will join the

conference through online mode. Dr. Kapila Khemundu, Associate Professor and HoD, Dept. of Sociology, and Dr. Barbara Wejnert, President, World-CWS, University at Buffalo, New York, USA, is the organizing Secretary of the Conference. Prof. B. C. Barik, a distinguished scholar of Sociology and former Vice-Chancellor of Sambalpur University, took the initiative to organize this conference at the Central University of Odisha. The Convenors of the conference and faculty members of the Department of Sociology welcome the delegates to the Central University of Odisha Campus.

HOWRAH-SSPN EXPRESS TO BE CANCELLED PARTIALLY & PRASHANTI EXPRESS TO RUN ON DIVERTED ROUTE FOR TWO MONTHS

Bhubaneswar,(KCN): In view of Safety Related Modernisation Work in connection with Rehabilitation of unlined portion of Tunnel/Bridges between Satya Sai Prashanti Nilayam and Basampalle Railway Stations in South Western Railway

Jurisdiction, Prashanti Express will run on diverted route and Howrah-SSPN Express will be cancelled partially for a period of two months. 22831/22832 Howrah-Satya Sai Prashanti Nilayam (SSPN)-Howrah Express from Howrah on every Wednesday from

06.12.2023 to 07.02.2024 and from SSPN on every Friday from 08.12.2023 to 09.02.2024 will be cancelled partially between Dharmavaram and SSPN from both the directions. Similarly, 18464/18463 B e n g a l u r u - Bhubaneswar-Bengaluru Prashanti Express from

Bengaluru nfrom 8th December 2023 to 8th February 2024 and from Bhubaneswar from 7th December 2023 to 7th February 2024 will run on diverted route P e n u k o n d a - N a g a s a m u d r a m - Dharmavaram route from both the directions.

Satabhaya, Pentha worst hit by coastal erosion

Bhubaneswar(KCN): Kendrapara’s Satabhaya and Pentha sea beaches have experienced the highest level of coastal erosion in Odisha, according to data shared by the Union Environment, Forest and Climate Change Minister (of State) Ashwini Kumar Choubey in Lok Sabha, recently. With a total erosion of 44,94,576.08 square metre, the Satabhaya beach has lost the most amount of land to sea, while the Pentha beach has lost a total of 36,45,514.06 square metre. Similarly, Aryapalli beach in Ganjam has suffered erosion of 6,76,471.18 square metre and the Golden Beach in Puri lost 3,78,979.57 square metre. The Income-tax department has recovered a ‘large

amount’ of cash after it carried out searches against an Odisha-based distillery company on charges of alleged tax evasion “Some stretches of India’s shoreline are subject to varying degrees of erosion due to natural causes or anthropogenic activities. The erosion does impact communities residing in the vulnerable areas, including fishermen,” said Choubey in a reply to Sundargarh MP Jual Oram’s queries about coastal erosion and the government’s response in this regard. The minister informed that the National Centre for Coastal Research (NCCR) under the Union Ministry of Earth Sciences has monitored shoreline changes in the country and observed that 33.6 per cent of India’s coastline is vulnerable to erosion,

while 26.9 per cent is under accretion and 39.6 per cent is in stable condition. As per the data, out of the 21 beaches monitored by NCCR, while seven beaches have seen erosion over time, 14 have experienced accretion (deposition driven by tides). Hukitola beach in Kendrapara has seen the highest level of accretion (deposition driven by tides) in the state, with the beach gaining 56,51,304.28 square metres. Similarly, the Dagara beach has seen 38,154,27 square metre accretion while the Satpada beach in Puri has witnessed addition of 11,90,005.73 square metres. Though both erosion and accretion are natural processes and happen simultaneously, in Odisha, erosion has been destructive in places like Satabhaya.

ECorWWO RUN MANCHESWAR SISHUNIKETAN RENOVATED

Bhubaneswar,(KCN): East Coast Railway Women’s Welfare Organisation (ECorWWO) President Smt. Divya Sharma inaugurating the renovation of ECorWWO Carriage Repair Workshop (CRW) Unit run Sishu Niketan at Mancheswar, today in presence of Smt. Dola Mitra, ECorWWO CRW President Smt. Nivedita Kar other members of ECorWWO. A small cultural programme was performed by the children of Sishu Niketan. Smt. Pragnya Mahapatra, Secretary of ECorWWO CRW/ Mancheswar Unit co-ordinated the programme.

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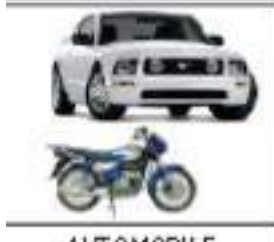
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The Archies: Ananya Panday Turns Cheerleader For 'Baby Sister' Suhana Khan Ahead Of Her Debut

'The Archies' is here! With a stellar cast, Zoya Akhtar has indeed created a promising tale to remember. With all the surrounding buzz, now actress Ananya Panday expressed her love and support for her best friend, Suhana Khan as she embarks on her debut in the film industry with 'The Archies'.

After attending the grand premiere of the 'The Archies', Ananya Panday shared a heartwarming post for her friend, Suhana Khan. She wrote, "My baby sister is the brightest spark to ever be. I love Ronnie and I love you and I can't wait for the world to see all your hard work that's manifested into



this magic @suhanakhan2."

With immense love and support from all corners, 'The Archies' is expected to be lauded greatly. And why not? After all,

superstar's Shah Rukh Khan and Gauri Khan's daughter Suhana Khan has entered the film industry with a bang. Recently, her debut film 'The Archies' got



a grand premiere on Tuesday night, where the who's who of Bollywood marked their presence. Malaika Arora, who also attended the screening, gave a

shout-out to Suhana and sent best wishes to SRK and Gauri. "Oh my dear VERONICA ... simply va va voomm. Pure delight to watch on

screen @suhanakhan2 congratulations proud parents @gaurikhan @iamsrk," she wrote. Helmed by Zoya Akhtar, 'The Archies' also marks the debut of late Sridevi and producer Boney Kapoor's daughter Khushi Kapoor, Shweta Bachchan and Nikhil Nanda's son Agastya.

The film is a coming-of-age musical, which follows the lives of Archie, Betty, Veronica, Jughead, Reggie, Ethel and Dilton who will take audiences to the fictional hilly town of Riverdale. The film explores friendship, freedom, love, heartbreak and rebellion.

Karishma Tanna-Starrer Scoop Continues To Impress, Emerges As One Of The Most Popular Shows Of 2023 on IMDb

Actress Karishma Tanna's OTT debut with Hansal Mehta's 'Scoop' has created intense waves in the industry. Now, the show has been ranked amongst the top 10 shows of 2023 on IMDb.

'Scoop' is inspired by the real-life story of Journalist Jigna Vora who was wrongly accused of murdering another fellow journalist. The Karishma Tanna starrer was based on the novel Jigna wrote describing her life in jail and how this tag changed her life completely.

Karishma received rave reviews for her performance. The show was hailed as quite a great one. Now with IMDb also ranking it as one of the most popular shows this year, only makes the efforts of the entire more

valid. Scoop was released on Netflix in June 2023.

Recently, Hansal Mehta's 'Scoop' won in two categories at the 2023 Busan Film Festival's Asia Contents Awards and Global OTT Awards. Actor Karishma Tanna has won the 'Best Lead Actress' award for the series 'Scoop' at the Busan Film Festival 2023.

She played the role of a journalist seeking justice in a politically volatile country in the web show. In response to her win, Karishma Tanna expressed her gratitude and enthusiasm, stating, "I am truly humbled and elated by this recognition at the Busan Film Festival. It has been an incredible journey bringing Jagruti Pathak to life in 'Scoop.' Big thank



you to the Netflix and Hansal Sir for believing in me and giving me this opportunity. This award belongs to the entire team who worked tirelessly to make this project a reality. I am immensely grateful to my fans for their unwavering support, and I hope to continue

pushing boundaries and delivering powerful performances in the future." Karishma Tanna wore a black saree on the red carpet of the Busan Film Festival, exuding cultural pride. Director Hansal Mehta spoke of the Best Asian TV Series win at

the Asia Contents Awards and Global OTT awards, saying, "This is a really proud moment for us to have received this recognition for Scoop as the best Asian TV Series in Busan. Our attempt at bringing alive a story that gripped India has been received with so

much love, well beyond our borders. This award bears testimony to the spirit of Jigna Vora. Without her baring her heart to us, we would not have a story. To my creative partner Mrunmayee Lagoo Waikul, the hard work of all those who worked behind the scenes, and the highly collaborative efforts of Netflix and Matchbox Shots."

He added, "I am happy for our exemplary team of actors and crew who have made this show what it is! I'm also happy that this cautionary tale of our times is getting this recognition. There could be no more crucial time to tell this urgent story of moral, ethical, personal and journalistic hubris."

'The Hunger Games: The Ballad of Songbirds and Snakes' First Look Out, To Release On November 17

The wait is finally over as the cult-favorite series, The Hunger Games, is back! Lionsgate has officially announced that the highly anticipated prequel The Hunger Games: The Ballad of Songbirds and Snakes will be released this year on November 17. Lionsgate unveiled the official teaser poster of the film announcing its worldwide theatrical release, creating excitement amongst fans globally. With a brand new cast including Tom Blyth, Rachel Zegler, Peter Dinklage, Hunter Schafer, Josh Andrés Rivera, Jason Schwartzman, and Viola Davis among others, this highly coveted film is ready to set screens ablaze.

As a 'tribute' to The Hunger Games lovers, the film will see 18-year-old Coriolanus Snow (Tom Blyth) be the last hope for his failing lineage, as the once-proud Snow family has fallen from grace in a post-war Capitol. He will be battling his instincts for both good and evil, as he sets out on a race against time to survive and reveal if he will ultimately become a songbird or a snake.

This prequel will also explore the dystopian world of districts during the 10th Hunger Games. Known for its subdued political messaging and riveting storyline, The Hunger Games: The Ballad of Songbirds and Snakes promises to tap into the nostalgia of its earlier films and delve into the rise of the Capital.

Talking about the poster and the official announcement of The Hunger Games: The Ballad of Songbirds and Snakes, Rohit Jain, Managing Director, Emerging Markets Asia, Lionsgate said, "With John Wick: Chapter 4 hitting it out of the park, we are excited to announce the global theatrical release date of The Hunger Games: The Ballad of Songbirds and Snakes.

Lionsgate and PVR Pictures 2023 will release The Hunger Games: The Ballad of Songbirds and Snakes in theaters in India on November 17th, 2023.

Inside Ram Charan's Pre-Birthday Bash With Kiara Advani On The Sets Of 'RC 15'

As actor Ram Charan is about to turn a year older on March 27, the cast and crew of 'RC 15' surprised the 'RRR' star with a pre-birthday bash on Saturday. The pictures and video from the pre-birthday celebrations have surfaced online. Several pictures and videos capturing the pre-birthday celebrations on 'RC 15' sets went viral. In the first picture, Ram can be seen heading to the sets while rose petals are showered on him. He can be seen wearing a blue shirt and denim.



Team #RC15 celebrated Idol @alwaysramcharan's Birthday!" The actor will be turning a year older on March 27 but celebrations have already begun. Earlier, after attending the 95th Academy Awards ceremony in Los Angeles, Ram received a grand welcome from choreographer-director Prabhu Deva and his team on the sets. Taking to Instagram, Ram Charan posted a

video of Prabhu Deva and a team of 'RC15' performing on 'Naatu Naatu' to welcome the actor. He was also presented with a massive garland made of marigolds. Sharing the video, he wrote, "Can't thank you all enough for such a warm welcome. Our Grandmaster @prabhudevaofficial sir thank you for the sweet surprise. Feels great to be back at shoot #RC15." The film 'RC15', billed as an action drama with current-day politics,

features an ensemble cast, with Kiara Advani playing the female protagonist. The upcoming project is jointly produced by Dil Raju and Shirish Garu under the banner of Sri Venkateswara Creations for a Pan-India release. 'RC 15' will release in three languages - Telugu, Tamil and Hindi. Apart from Ram Charan and Kiara Advani, the film also stars SJ Suryah, Jayaram, Anjali, and Srikanth. The film is slated to release in 2023.

Dry Skin During Winters Is Bad For Diabetics



Winter is here . North winds, cold temperatures, sleet, and snow wreak havoc on your skin. With a drop in temperature, Most people with diabetes experience higher blood sugar levels in winter. This occurs because the body tends to release more glucose to keep itself warm in winter, but this ends up being more harmful than helpful for those having diabetes. The intake of comfort foods (rich in carbohydrates and sugar), a tradition of eating seasonal sweets specially made with jaggery, and a sedentary lifestyle with limited physical activity increases blood sugar levels during winter as the body is unable to process glucose. As many as 1/4 of people with diabetes will have a skin disorder caused or affected by diabetes at some time in winter This is what some refer

to as ‘winter itch.’ When sugar is high, the body loses fluid, causing your skin to become dry. This occurs because the body is turning the water into urine to remove the excess sugar from the blood. During the winter Dry air, lowered humidity outdoors, heaters in the home, hot water and more irritating fabrics such as wool can all be contributing factors to dry and itchy skin . Diabetes also affects the ability to heal those cracks and fight off any infection. People with diabetes need to maintain proper winter skin care to avoid cracking, bleeding, and other possible skin complications

1----Moisturize

In the winter months and on the feet and hands, a moisturizing cream or ointment is preferable. The thicker the moisturizer, the less evaporation of water from the skin occurs. Skin moisturizers, which rehydrate the epidermis and seal in moisture, are the first step in combating dry skin. Regular moisturizing fights dry skin.

Before you get dressed for the day, start with a daytime moisturizer. Any time you wash your face, hands, or body, you strip your skin of its natural oils. Since

more likely to contain petroleum jelly, mineral oil, glycerin, and shea butter, which help keep moisture in the body. Rub the moisturizer into the skin so that it

promote healing while they moisturize. You can even opt for coconut oil as a natural moisturizer In case you are someone who might skip this step in a hurry,

your moisturizer. Your skin is exposed to the sun and sunburn even during the winter when the temperatures are low. If you are living in higher hills covered with snow then, the

Nutrition

Proper hydration is essential for diabetic patients to keep the skin moisturised and prevent dryness during winter.Remember to drink at least 8 glasses of water a day. This will help your skin look fresh and supple on the long run. You can even drink fresh juices and green tea. Stay clear of carbonated beverages, If you work in office enviroment or work from home then it is the more important to drink sufficient water, soups and juices ; as the indoor heaters suck the humidity out of the air which can cause fluctuation in body temperature. Stay hydrated in the cold weather,even if you are not as thirsty. Consuming water helps keep your skin moist on the inside. Drink plenty of fluids like lime water (without sugar), buttermilk, but not soft drinks and coconut water. Eat healthy foods like whole grains, less saturated fat and lots of fruits and vegetables. Consume fruits and vegetables high in antioxidants, like berries and leafy greens, to protect the skin from oxidative damage. Stay away from excessive caffeine

and alcohol as they can dehydrate your skin.

Don’t forget your feet-----

Diabetes can lead to nerve damage and numbness in your feet, so it’s imperative to check them daily for any blisters or cuts you may not feel. While full body massage is beneficial, don’t forget your scalp and feet. Even the smallest injury can be prone to infection due to poor circulation that can compromise healing. One of the main symptoms of diabetes is that cuts and wounds heal slowly.

Opt for mild ointments. A foot cream for diabetic skin helps keep this problem-prone area moisturized—but avoid applying between your toes, as this is a common spot for fungal infections. Treat yourself to a massage now and then to improve your blood circulation. You can go to a spa for this or even rope in your family members.

The author is an international fame beauty expert and is called the herbal queen of India



these oils help to lock in moisture, it’s vital to replace them. That’s why it’s important to use a moisturizer any time you wash your skin, especially in winter.Creams and ointments generally work better than lotions because they are thicker and more protective. Creams and ointments are

doesn’t leave your skin feeling sticky or pool between the fingers or toes. Keep a small bottle of moisturizer with you in case you need to reapply while away from home. Moisturize before bed, too. Consider using a special nighttime moisturizer because they often have ingredients that

you can always keep a travel-size bottle in your purse.

2.Apply sunscreen daily

Sunscreen: Use sunscreen with at least SPF 30 even in shorter winter days and less sunlight to protect your skin from wind, sun, and cold temperatures if you are a diabetic patient. Apply sunscreen on top of

snow can reflect the sun and increase your chances and the severity of sunburn. Lips become easily chapped in winter so protect them with lip balm that also contains sunscreen. Dry, cracked lips may increase your risk of cold sores. Keep in mind, that the snow can reflect 80% of the sun’s ultraviolet rays.

3----Hydration and

Pica : Is an Eating Disorder

Prof. Dr. Jyotiranjana Champatiray



Pica is an eating disorder where a person compulsively eats things that aren’t food and don’t have any nutritional value or purpose. Depending on when and why a person does this, pica can be normal, expected and harmless. However, it can cause major problems if a person with this condition eats something toxic or dangerous. Pronounced “PIKE-ah,” pica gets its name from a bird species, the Eurasian magpie. This bird has a reputation for eating unusual objects. People with it feel compelled to eat non-food items, such as dirt and things that are dangerous. They may be unable to stop. People with the disorder pica compulsively eat

items that have no nutritional value. A person with pica might eat relatively harmless items, such as ice.

Pica is a mental health condition where a person compulsively swallows non-food items. It’s especially common in children and with certain conditions. While it’s often harmless, swallowing certain items can make pica very hazardous. Fortunately, it’s often treatable with therapy and modification to lifestyle and circumstances. Pica can happen to anyone at any age but tends to happen in three specific groups of people: Young children, especially those under 6 years old, People who are pregnant, People with certain mental health conditions, especially autism spectrum disorder, intellectual disabilities or schizophrenia.

Pica is a condition where a person compulsively eats things that aren’t food and don’t have



any nutritional value. Because it’s compulsive, people with this condition have a very hard time controlling the urge on their own. Pica can have a wide range of effects depending on what non-food item(s) a person eats. For people who eat things like ice — a common behavior for someone who is pregnant — pica is harmless. For others, it can lead to eating dangerous or toxic items. Depending on what you eat, pica can

damage your teeth. It can also lead to dangerous problems even when you eat things that aren’t toxic. An example is when people eat hair, which can get stuck in their digestive tract, causing blockages, tearing or other damage. Parasites that live in the soil can also infect people who eat dirt or clay. People can also contract illnesses from eating feces, especially pet feces that might contain parasites or other germs.

The sole symptom of pica is compulsively eating things that aren’t food or have no nutritional value or benefit. Most people with this condition prefer a single type of non-food item they eat. However, pica can cause other conditions or issues, which have their own sets of symptoms. Other conditions that can happen because of pica include: Anemia, Ascariasis, Constipation, Electrolyte imbalance,

Irregular heart rhythms, Lead poisoning, Small intestine and large intestine obstruction/blockage.

Cultural or learned behaviors. Certain types of pica are common, socially accepted behaviors in certain cultures and religions. Negative conditions during childhood. Pica is more common in children living in low socioeconomic situations, but why this happens is unknown. Some

possible explanations include that pica is a coping mechanism for children to deal with situations of abuse or neglect. It also might be attention-seeking behavior, especially when one or both parents are absent for any reason.

Nutritional deficiencies. People who show signs of pica often have mineral or other deficiencies in their diet. Iron, calcium and zinc deficiencies are some of the most common reasons people show these signs. Mental health conditions. These include conditions that a person might develop spontaneously, conditions they had at birth because of disruptions in how they developed in the womb and genetic disorders they inherited from their parents. Medical conditions. Pregnancy and sickle cell anemia are two conditions that have connections to pica. Certain medications increase the risk of someone

developing pica or similar behaviors. But it’s unknown if these medications actually cause people to develop pica.

Diagnosing pica requires four criteria : Time. The diagnosis requires persistent eating items or substances with no food or nutrition value for at least one month. Mental development. This means a person has developed past a certain point mentally and should know not to eat things that aren’t food or have no nutritional value. No social and cultural factors. This means the person doesn’t have social or cultural background reasons to explain the behavior. No medical or mental health conditions. This means pica isn’t happening because of any other conditions.

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All Sectors Contribute Significantly To High GDP Growth: Nirmala Sitharaman

New Delhi(KCN): Finance Minister Nirmala Sitharaman today said India continues to maintain the momentum of the fastest-growing major economy, with all sectors contributing significantly in economic activities. Replying to a short-duration discussion on the state of the economy in the Rajya Sabha, the minister also highlighted the various achievements of the Modi government since May 2014.

"The second quarter growth was very high, it is the highest in the world. We continuously maintain that momentum of being the fastest-growing economy," Ms Sitharaman said. She further said that in just the last eight years, India has become the



fifth largest economy from the 10th in 2014. "The activities are all across the economy. It's not as if one sector is doing well...All sectors are growing and growing significantly for us to notice it," she said. She emphasised that the manufacturing sector is

also contributing significantly to the economy on the back of measures taken by the government, including the Make - In - India programme and production-linked incentive (PLI) scheme. India is the second most

sought-after manufacturing destination in world, she added. The finance minister further informed the House that direct tax collection grew by 21.82 pc this year till November 9 and monthly GST collections have stabilised at ? 1.6 lakh crore in a sign of economic growth.

"My Child Became Orphan Before Birth": Wife Of J&K Cop Killed By Terrorists

Srinagar(KCN): "My child became an orphan even before being born," said the inconsolable wife of Inspector Masroor Ahmed Wani, who died in Delhi on Thursday 39 days after he suffered critical wounds in a terrorist attack while he was playing cricket in Srinagar. Expecting her first child, she was overwhelmed with grief after getting the tragic news.

It was a sombre atmosphere in the congested colony of Eidgah in the downtown of this city as a multitude of people gathered at the residence of Wani. Wani, aged 34, was shot by a Lashker-e-Taiba terrorist on October 29 while he



was playing cricket with his friends at Eidgah. The scene was heart-wrenching at his residence, where mourners went to offer their condolences to his grieving wife and

family. According to his uncle Ghulam Mohammad Wani, Wani's health had deteriorated due to a severe chest infection. Initially, he was admitted to Soura Hospital in Srinagar,

but was later shifted to Paras Hospital for further treatment from where he was flown to AIIMS in Delhi on Wednesday. Remembered as an amiable and compassionate individual, he was

always expressed his willingness to assist others.

Lamenting the tragic loss, relative Ghulam Nabi Kakazgar said, "Masroor was very frank. He would always help people. We are very depressed. He was crazy about cricket, and cricket took his life away."

The loss of Wani has left the community shaken, highlighting the ongoing risks and challenges faced by law enforcement personnel in the region and the incident serves as a stark reminder of the sacrifices made by those who dedicate their lives to maintain peace and security in the face of adversity in the Kashmir valley.

Nawab Malik Attends Assembly, Triggers Row Between BJP, Ajit Pawar

Mumbai(KCN): The inclusion of MLA Nawab Malik in the treasury benches of Maharashtra assembly with the Nationalist Congress Party's Ajit Pawar faction has not gone down well with ally BJP. Deputy Chief Minister Devendra Fadnavis has taken to task Ajit Pawar, who gatecrashed the alliance in August.

Mr Malik, who was in jail after being accused of being in touch with the underworld, attended the assembly today after being released on bail. He sat with the Ajit Pawar faction, raising speculation that he has aligned with them.

His presence at the assembly was the big talking point on the Day One of the Winter Session and after it made headlines, Mr Fadnavis shot off a letter to Mr Pawar.

"The charges in which



Nawab Malik is being accused, it will not be right to include him in the ruling alliance", sources quoted Mr Fadnavis as writing to Ajit Pawar.

In the letter, Devendra Fadnavis said "power comes and goes but the country is important". "If the charges against them are not proved, we must welcome them. But we are of the clear opinion that it is not

appropriate to make them a part of our alliance when there are such allegations against him," he is said to have added.

Earlier today, senior leader of the Shiv Sena Uddhav Thackeray faction, Ambadas Danve attacked the BJP and the Shinde faction of the Shiv Sena, questioning how they could allow Nawab Malik to join up after accusing him of corruption for months.

Elgar Parishad Case: Activist Surendra Gadling Gets Interim Bail For Relative's Marriage

Mumbai(KCN): A court here on Thursday granted interim bail to Elgar Parishad-Maoist links case accused activist Surendra Gadling to attend the marriage of a relative in Nagpur. Special court judge Rajesh Katariya allowed Gadling's plea for temporary bail from December 25, 2023 to January 2, 2024 for attending the wedding on furnishing a personal recognizance (PR) bond of ? 1 lakh and two sureties of the same amount.

The court directed him to furnish details of his journey from Mumbai to Nagpur to the Superintendent of Police (SP) of the National Investigation Agency



(NIA). The court asked him not to tamper with the prosecution evidence and also directed that he shall not contact any of the witnesses for any purpose. Gadling and other activists were booked in connection with provocative speeches that were allegedly

delivered at the Elgar Parishad conclave held in Pune on December 31, 2017, triggering violence at Koregaon Bhima village on the outskirts of Pune city the next day on January 1, 2018.

The Pune police had claimed that the conclave was backed by Maoists. The NIA later took over the probe into the case.

Second Bilasuni Mahotsava Becomes a Massive Success

Bhubaneswar / Cuttack, (KCN): Second Bilasuni Mahotsava was held at picturesque village Bilasuni in Block Niali of Cuttack District with much pomp, splendour and fanfare. The Three days long Sports, Spiritual cum Cultural Jamboorie was witnessed by a mammoth crowd of Ten Thousand local residents. Hosted by Social Development Council, Bilasuni (SDCB), an offshoot Organisation of Voluntary Empowerment Development Association (VEDA), the Mega Event was a massive success. SDC, Bilasuni has been actively engaged in the overall enhancement of quality in education, health care, sports, culture and religious activities in Bilasuni under the stewardship of its President Dr Badri Narayan Mahapatra. Unusual interest, unexpected excitement and unprecedented enthusiasm were marked

among the hosts residents of Bilasuni and Guests participants during this year's ceremony. The main highlight of the second edition of the Bilasuni Mahotsava was the two days long Sanskruti Sansad consisting of religious discourse delivered by eminent spiritual Preacher Pandit Kashinath Mishra. On First and Second Day Evening, Shri Mishra's insightful deliberations on the miraculous aspects of Mallika and finest nuances of Srimad Bhagabat made audiences spell bound and elevated them to the realm of devotional ecstasy. Pandit Mishra was accompanied on stage during preaching by the Chief Priest of Mahalakshmi Temple in Puri Laxmidhar Khuntia. The Sanskruti Sansad also featured a Bhajan Samaroha. Renowned Devotional singers Subas Das, Anusuya Nath, Rabindra Mohapatra and

Sailabhama Mohapatra enthralled the audiences with their scintillating presentations. The major attraction of the second Bilasuni Mahotsava was the Mahadev Mahapatra Inter District Football Tournament among Eight Front ranking teams. While the winner of the Cup was Bolangir, Debgarh team became the Runner- ups. The other participating teams were Cuttack, Khordha, Kendrapada, Dhenkanal, Sambalpur and Sundergarh. At the outset of the Mahotsava Shree Shree Gopaljew one day long Football Tournament was held. Eight Football teams participated in this local level Sports Fiesta. Chief Guest Former Sports Minister Suresh Kumar Routray, presented the trophies to winner team of Bilasuni and runner up team Adaspur. Other Guests present during the occasion were MLA Dr Pramod Kumar Mallick, Mamata Bhoi, Charulata Behera, Sabita Nanda, Sampad Kumar

Mohanty. President of Gopabandhu Evergreen Youth Council Bishnu Charan Dalua read out secretary report. Attending the closing session of the Bilasuni Mahotsava as Chief Guest Minister of State for Sports, Youth Affairs, IT, Electronics and Home Tusharkanti Behera lauded the noble efforts of SDC, in organising such a Grand Festival at rural level to promote Sports Culture among rural youth. While welcoming the proposal put up by Chief Organiser Badri Mahapatra to construct a Mini Stadium in Bilasuni, Shri Behera assured all possible help at Government level. Local MP Dr Rajashree Mallick, MLA Dr Pramod Mallick and Joint Secretary of Sports Department Shailendra Jena also extended their support to materialise the proposed project. Guest of Honour on the second day Veteran Film Maker and M.P. Prashanta Nanda complimented VEDA's for its series of pioneering

endeavours to make Bilasuni an ideal and smart village. In her speech Director of Sovaniya Andolan Dr Arundhati Debi observed that cultural Fairs like Bilasuni Mahotsava play a vital role in spreading the message of unity, goodwill and brotherhood among the local population. Presiding over the Meetings in all three days, Chief host Dr Badri Mahapatra sought everybody's sincere support and hearty cooperation to transform Bilasuni into an inclusive grown self sufficient Model Village. Gracing the much sought after Festival other distinguished guests like Former Finance Minister Panchanan Kanungo, State Information Commissioner Susanta Mohanty, Founder of Kharghar Jagannath Temple Dr Bhagwan Harihar Panda, President of India Chapter of World Odisha Society Dr Bipin Mishra, President of WHRPO Dr Abhinna Hota, Chairman of Niali

Umesh Chandra Behera, Sarpanch of Bilasuni Sabita Nanda pledged their firm commitment to extend all possible support to empower and elevate the villagers of Bilasuni. The invited Guests released the colourful Souvenir of second Bilasuni Mahotsava on the valedictory evening edited by noted litterateur Sukanti Rout. The High point of the Second Bilasuni Mahotsava was the spectacular cultural extravaganza presented by superstars of Ollywood during the closing evening. The Czars and Czarinas of Cine World who mesmerised the audiences with their power packed performances include Famous singer Anindita Das, Melody King Abhijit Majumdar, noted vocalist Anil Mishra, Ollywood heartthrob Deepak Barik. Chakradhar Raj and Lalatendu Sahoo conducted the stage presentations in all three days with elan and aplomb.

Bilasuni Sammans were conferred on prominent personalities for their exemplary contributions during the occasion. Veteran Film Maker Prashanta Nanda was awarded for his lifetime contribution to Odia Cinema. Additional Chief Secretary of Odisha Satyabrata Sahu and Chief Administrator of Puri Temple Ranjan Kumar Das were chosen for Bilasuni Samman for their accomplishment as excellent administrators. Other Awardees include Dr. Bijay Jena, Dr Bipin Mishra, Kulamani Biswal, Kamal Kumar, Khirod Jena, Jitendra Nayak, Ravi Mohapatra, Pravash Pradhan, Dr Abhinna Hota, Krupanidhi Biswal, Sukanti Rout, Pushpanjali Barik, Prativa Panda, Anushree Dash, Dr Bhisma Rath, Ananta Charan Khatei, Meena Kumari Pradhan, Sabyasachi Mishra, Dr Bhagwan Harihar Panda, Anil Mishra, Dr Surendra Nath Mohapatra, Banshidhar Jena, Dr Satyabrata

Mohapatra, Dr Purnendu Behera, Lambodar Rout, Maheswar Mohanty, Luvleen Mohapatra and Ramesh Barik. Some other distinguished persons were also felicitated for their meritorious services. They include Brad Mishra, Ghanashyam Biswal, Pramod Routray, Saswati Pati, Gyanananda Sahoo, Kartika Sarangi, Madanmohan Jena, Muralidhar Jena, Ranjan Pradhan and Sukanta Biswal. The ace organising team of Bilasuni who were responsible for the massive success of three days long supersonic show include Upendra Mohanty, Prakash Mohanty, Pradipta Nanda, Sampad Mohanty, Swadhin Mohanty, Niranjan Ray, Kartika Chandra Sarangi, Madan Mohan Jena, Bishnu Charan Dalua, Chakradhar Raj, Lalatendu Sahoo and Manbhanjan Behera.

Soch Vichar: PHDMA Annual Fest Concludes

Bhubaneswar(KCN): The second edition of the three-day-long annual festival of deep insight and fun-filled moments “Soch Vichar” of the Poverty and Human Development Monitoring Agency (PHDMA), concluded yesterday, after serious deliberations on various development-related issues, livelihood, economy, and climate resilience measures amidst well-known sectoral experts. The concluding day marked inspiring remarks by Member Secretary PHDMA, Roopa Soshan

Sahoo, for the young professionals, to excel in their respective fields and expand the spectrum of PHDMA in the entire development arena across Odisha. The Day-1 started on December 3 with an insightful panel discussion on “Delivering governance: Odisha on the move” in which experts from leading organisations CYSD, UNDP and XIM University participated. Initiating the discussion Dipak Samantarai, Former Director, of the National Academy of

Broadcasting and Multimedia called for the creation of more awareness on the various government schemes and welfare measures so that people need to be updated on them. Professor Niraj Kumar Dean, School of Rural Management, Xavier University Bhubaneswar called for a coordinated approach and support for those at the grassroots level. The onus, according to him, lies on implementing agencies to focus on the management aspects of the schemes. UNDP State Head Abha



Mishra cited the example of the Odisha Government using e-portals and technology to enhance transparency in governance for the

welfare of the people. Basant Kumar Nayak, Program Director, CYSD emphasized that governance should be context-specific, guided

by four parameters: Participatory, inclusive, accountable, and transparent processes. He highlighted Odisha's vision on introducing

separate budgets for agriculture, gender, nutrition, etc., and stressed the importance of inclusive governance. During the DAY-2 deliberations, Dr Avitoli Zhimo, a noted anthropologist and Associate Professor from Delhi University, while speaking on “Visual Anthropology” emphasized the transformative power of images in revealing the lived experiences of the other half of the world. She discussed the significance of Applied Visual Anthropology

(AVA) emerging as a form of social intervention distinct from its academic counterpart. In another session National Award winner noted documentary maker from Odisha Lipika Singh Darai, who belongs to the Ho tribal community of Mayurbhanj district showcased her documentary “Some Stories Around Witches” (2013), which was particularly connected to the theme of anti-witch hunting, delving into the socio-political-cultural dynamics prevalent in tribal communities.

CPSUs Displaced 1.7K

New Delhi(KCN): As many as 17,898 people in Odisha have been displaced by two Central PSUs Mahanadi Coalfields Limited (MCL) and National Aluminum Company (NALCO). This was informed by Union Coal Minister Pralhad Joshi today while replying to a question of BJP MP Jual Oram in Lok Sabha.



In MCL, 17,262 families have been identified as project displaced families (PDFs) till date and 12,789 families have been given resettlement benefits, Shri Joshi said. The issues of Rehabilitation and Resettlement (R&R) of displaced persons are monitored and reviewed by Rehabilitation and Periphery Development Advisory Committees (RPDACs) and the grievances of the displaced persons are redressed, he said. The Union Minister said the RPDACs have also constituted sub-committees for redressal of the individual cases consisting of the local MP, MLA, Collector & SP of concerned District, Director (Personnel),

MCL and CGM/GMs of MCL. Further, he said, MCL is now holding regular grievance redressal meetings to address individual grievances and provides R&R benefits to all PDFs within and beyond the R&R Policy of Government of Odisha. Similarly, a total of 636 persons were displaced by project activities in NALCO. Out of which, 601 persons were displaced in Damanjodi, Koraput District and 35 persons were displaced at Angul District. Out of 601 land displaced persons (LDP) at Damanjodi, 599

LDPs/ their nominees were employed in NALCO. Regarding balance two cases, nomination towards one case recently identified is to be approved by District Administration and for balance one case decision is awaited from District Authority due to non-finalization of the nominee because of their family dispute, Shri Joshi said. Out of 35 LDPs at Angul, 34 LDPs/their nominees were employed at NALCO while one LDP had preferred for a one-time cash assistant in lieu of employment, he informed. On measures taken to

resolve the issues of the displaced, the Coal Minister said the subject matter of Rehabilitation and Resettlement (R&R) of displaced people in mining projects is in the purview of the State Government.

As informed by the NALCO and the MCL, the problems of the people of Odisha who have been displaced by the projects of NALCO are being periodically reviewed by the Rehabilitation and Periphery Development Advisory Committees (RPDAC) constituted by Government of Odisha, he stated.

In MCL, compensation against acquisition of land, trees/ crops and structures is assessed as per Right to Fair Compensation and Transparency in Land Acquisition, Rehabilitation and Resettlement Act, 2013 (RFCTLARR Act, 2013) and being paid to the villagers after vesting of land with MCL under The Coal Bearing Areas (Acquisition and Development) Act 1957 (CBA (A&D) Act, 1957), Shri Joshi added.

Maize production goes up by 51 percent under Maka Mission

BHUBANESWAR(KCN): Maize production in Odisha has increased by around 51 per cent under the Mukhyamantri Maka Mission (MMM). This was revealed from a review of the progress of MMM taken by 5T and Nabin Odisha chairman VK Pandian here on Tuesday. He also reviewed schemes implemented for the benefit of betel leaf, kia and lemon grass farmers basing on the grievances received by him during his tours across the state. It was decided that more farmer producer organisations (FPOs) will be set up so that farmers get fair price for their produce. The review revealed that 44,730 quintal of maize had been collected by the FPOs by the end of November. According to the chief



minister's office (CMO), the government had set the target to form 15 FPOs by the end of this year and 13 have already been formed including four for women only. In the first year of the Mission, the target is to collect and market 20,000 tonne of maize. It was also decided that steps will be taken to increase the capacity of FPOs and involve ORMAS in

the primary processing and marketing of maize. At present, the Mission is being implemented in Nabarangpur, Koraput, Gajapati and Nuapada districts. The state government had made several announcements for the benefit of Kia and lemon grass farmers. As per the announcements, the meeting decided to set up a Kia flower

processing unit through APICOL at Koraput. Besides, financial assistance of Rs 84,000 under Horticulture Mission Plus and Rs 16,000 under National Horticulture Mission will also be provided to farmers taking up lemon grass farming in Koraput. It was decided that all announcements made by the CM will be implemented before January 26, 2024.



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Dalmia Bharat Foundation Signs MoA with BSL to Enable Social Transformationin 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 Jharkhandby upskilling 600 youth, annually.The aim of the MoAis to establish a skill training centre to impart short term, placement-basedcourses to local youth in the surrounding villages through DBF’s DIKSHa (Dalmia Institute of Knowledge and Skill Harnessing)centre. The MoAwas 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 ChiefExecutive 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 partnershipwith BSLand 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 DIKSHafacility 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 tradesfor self-employment and tradessuch 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 atremendous 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 MithuTulsiChanrai 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 treatmentand follow-up are essential for preventing ROP blindness. LVPEI campus at Bhubaneswar is the only centre in Odisha offering a protocol-based comprehensiveROP 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.

Birla Fertility & IVF celebrates a year of providing outstanding clinical outcomes and compassionate care at their Bhubaneswar centre



Bhubaneswar(KCN): India’s most trusted and fastest-growing IVF chain, Birla Fertility & IVF from the CK Birla Group celebrated the successful completion of 1 year of their Bhubaneswar centre. Launched in 2022, the centre has provided the joy of parenthood to the couples, through holistic fertility care and world class infrastructure, not only inBhubaneswar but from adjoining areas such asPuri, Bramhapur, Sambalpur & Bhadrak. To celebrate this special occasion, Dr. Lipsa Mishra, Centre Head & Consultant, Birla Fertility & IVF was joined by many patients who shared their remarkable journey to embracing parenthood. Dr. Mishra also highlighted an interesting case study of a 38-year-old patient who was suffering from a complex case of primary sub-fertility and 6 failed IVF cycles alongside other medical complications and how with Birla Fertility & IVF’s expertise, the couple is now expecting theirfirst child. The 38-year-old patient was struggling with primary sub-fertility for 10 long years with unexplained sub-fertilityadding to the complexity of challenges. This resulted in failed IVF cycles. The patient and her partner subsequently underwent a donor egg IVF

programme followed byIntracytoplasmic Sperm Injection (ICSI). The team at Birla Fertility & IVF with their combined experience of 21,000+ cycles, treated the patient through a customised plan, helping her conceive after a decade of disappointment. Birla Fertility & IVF is recognised as a comprehensive hub for all fertility and IVF treatments. The event was graced by patients who have undergone fertility treatments and are now joyfully embracing their parenthood journey. The various milestones shared during the celebration highlighted the brand’s commitment to clinical excellence and patient-centric care. The couples’ happy faces reflected the challenges and obstacles they had overcome, as well as their resilience and determination along the way. Birla Fertility & IVF played a pivotal role in their journey to parenthood through their expertise and enduring commitment. Their presence added a meaningful and personal touch to the celebration, emphasising the positive impact of Birla Fertility & IVF on individuals and families alike. Commenting on the case,Dr Lipsa Mishra, Consultant - Birla Fertility & IVF said, “Birla Fertility & IVF

extends a realm of opportunities to couples navigating the challenges of parenthood, offering high-qualitypersonalised care. With our comprehensive range of advanced treatments, state-of-the-art facilities, experienced medical team, and commitment to affordability, we have consistently provided accessible fertility solutions.The positive pregnancy brought immeasurable joy and gratitude to the couple, who had grappled with a decade of sub-fertility and 6 unsuccessful IVF attempts. The presence of patients today exemplifies our enduring commitment to delivering advanced fertility treatments and compassionate care illustrating the essence of our brand. Dr. Rohani Nayak, Consultant, Birla Fertility & IVF, further added, “Infertility is a silently growing epidemic in India. I n a d e q u a t e understanding of the condition and available treatments, reluctance to address infertility issues, the expense of treatment coupled with non-transparent pricing add to the increasing disease burden. However, the advent of medical technology has helped address the dual challenges of accessibility and affordability, making parenthood a reality for all.

JK Lakshmi Cement Posted Net Profit up at Rs 161.26 Cr.

Bhubaneswar: JK Lakshmi Cement Ltd., one of the leading cement companies of India,recorded a turnover of Rs.1497.64 crore in Jan-Mar.22with an increase of 13% over Rs.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 EBIDTA before Other Income moved up to Rs.276.23 crore in Jan-Mar.22 from Rs.267.88 crore in Jan-Mar.21. After providing for interest, depreciation& Exceptional Item, PBT stood atRs.197.93 crore in Jan-Mar.22 as against Rs.186.53crore in Jan-Mar.21. After Providing for Taxes and Other Comprehensive Income, JKLakshmi Cement’s Profit was up at Rs.161.26

crore in Jan-Mar.22against Rs.138.27 crore logged in the corresponding quarter. During the Twelve months April 21 – March 22 Company’sSalesincreased by 15% toRs.5040.78 crore (Rs.4384.71 crore) and EBIDTA was up at Rs.868.52 crore (Rs.864.22 crore). JKLakshmi Cement’s profit at PAT level during this period moved up by 14% to touch all time high at Rs.417.56 crore against profit ofRs.366.24 crore in the same period last year.

Ambuja Cements and ACC’s ChangeTheStory campaign wins Bronze at theABBY 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 o u t s t a n d i n g communication that features planet c o n s e r v a t i o n , 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 augment 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 CementsLtd., 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.”

