

# President On Odisha Visit

**Bhubaneswar(KCN):** President Droupadi Murmu will come to Odisha in the last week of July on a two-day visit.

According to officials, President Shrimati Murmu is scheduled to visit Cuttack and Bhadrak on July 26 and 27, respectively. The President will attend several important events during her two-day visit to home State Odisha. As per scheduled



program, Shrimati Murmu will attend three programmes in Cuttack on July 26. Among these are the valedictory

session of the 75th anniversary celebrations of Orissa High Court, the convocation ceremony of National Law University Odisha (NLUO) and the students' union anniversary programme of SCB Medical College. Rashtrapati Bhavan and the Union Ministry of Home Affairs have confirmed Murmu's attendance in these programmes to the respective institutes,

officials said. She is also likely to visit Katak Chandi Temple during the trip, they said. The President will also be gracing the Diamond Jubilee celebrations of Bhadrak Autonomous College on July 27. This will be her third visit to the state after assuming the office of the president in July 2022. She had last visited the State in May on a three-day tour.



Chief Minister Shri Naveen Patnaik at the Nijukti Parba for newly appointed 104 Teacher Educators of the Directorate of TE and SCERT under S&ME Department, 62 Assistant Director (Law) under Home Department and 15 Assistant Director (Statistics) under P&C Department at Convention Centre, Lokaseva Bhavan

## Dispose Of Anubhav-Varsha Divorce Case In Time-Bound Manner: Orissa HC

**Bhubaneswar(KCN):** The Orissa High Court today directed a family court in Cuttack to dispose of a divorce case involving a former politician Anubhav Mohanty and his actress wife Varsha Priyadarshini within three months.

The HC also directed the family court to finish the cross examination in connection with the case within four weeks,



case by October 31, said a source.

Mohanty had approached the HC on the plea that the hearing

on the divorce case was getting delayed at the family court.

Notably, the star couple got married in 2014. Mohanty, who has been elected to the Lok Sabha from Kendrapara, had moved a Delhi-based court in 2020 seeking divorce.

The divorce case was shifted to a family court in Cuttack following the Supreme Court's intervention into it.

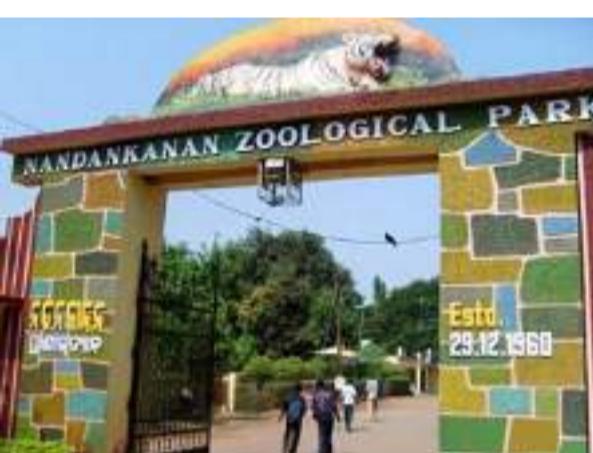
sources said. Now, it is expected that the family court will dispose of the divorce

## Odisha's First Endoscopy Unit For Animals Opens At Nandankanan

**Bhubaneswar(KCN):** Odisha's first endoscopy unit for animals has been made functional at Nandankanan Zoological Park (NZP) here. The endoscopy unit at NZP veterinary hospital is the first-of-its-kind facility in Odisha. No other veterinary hospital in the state has such facility, sources said. "The endoscopy unit at Nandankanan will be a boon to the animals in the zoo. Now, the veterinarians at NZP can conduct endoscopy on

the ailing animals without any difficulty," said an official.

The state government has recently provided several pieces of modern equipment to NZP. The zoo now has thermal imaging cameras, portable X-ray machine, long-range tranquilizer guns and ultrasound machine. Besides, a neonatal ICU, an ultramodern operation theatre and a dental surgery unit have been opened at NZP. It is worth mentioning here that Chief Minister



Naveen Patnaik has recently approved a proposal to develop NZP as a world-class zoo. The developmental work at NZP will be carried out in two phases. Nandankanan and Botanical Garden

will be developed in the first phase from 2023-25. Night safari, safari complex and other facilities will be developed at nearby Choodanga forest in the second phase from 2025-28, sources said.

Nandankanan will have tunnel aquarium, water bird aviary, emersive enclosures, modern frontage, landscaping and other advanced facilities for the visitors as part of the developmental project, they added.

## Chandrayaan-3'S Vital Components Manufactured At Bhubaneswar-Based CTTC

**Bhubaneswar(KCN):** Amid excitement across the country regarding Chandrayaan-3, it has been reported that several essential components for the lunar mission were manufactured at the Central Tool Room & Training Centre (CTTC) in Bhubaneswar.

The manufacturing process, which costed approximately Rs 12 crore, involved the production of valves, internal navigation systems, temperature sensors, aerospace components, gyroscopes, RGPD components, and various other crucial



parts. Over the course of two years, more than 150 technicians at the CTTC training center have dedicated their efforts to fabricating these vital components for Chandrayaan-3. The facility has played a pivotal role in meeting the project's requirements, showcasing its expertise in manufacturing advanced aerospace technology.

L Rajasekhar, the General Manager of CTTC, expressed his enthusiasm about the achievements, stating, "CTTC has

manufactured numerous critical components for Chandrayaan-3. To date, we have supplied over 17,000 components to ISRO. We eagerly anticipate the success of Chandrayaan-3, and tomorrow will be a momentous day for CTTC Bhubaneswar."

Notably, CTTC's collaboration with the Indian Space Research Organization (ISRO) extends beyond the Chandrayaan-3 project. For more than 23 years, CTTC has been working in close coordination with ISRO, demonstrating their commitment to contributing to the advancement of India's space exploration endeavors.

Moreover, reports suggest that CTTC Bhubaneswar is also actively engaged in the manufacturing of crucial components for Gaganyaan, the country's ambitious manned mission, which is slated for launch either by the end of 2023 or in 2024. The shopkeepers have also threatened to stage dharna in front of the residences of city Mayor Solochana Das and Bhubaneswar Municipal Corporation (BMC) Commissioner Vijay Amruta Kulange over the issue.

The shopkeepers have alleged that some people have virtually encroached upon the Market Building by opening makeshift stalls at the shopping complex. The owners of permanent shops at Market Building are facing a lot of problems due to the presence of hundreds of makeshift stalls at the shopping complex. This apart, the makeshift stalls are causing unnecessary congestions at Market Building, they alleged.

The shopkeepers further alleged that a few officials of the BMC are shielding the owners of the makeshift stalls at Market Building by collecting money from them. "We have raised the issue of makeshift stalls with the BMC several times. But, nothing has been done in this regard. Now, we have decided to close our shops for indefinite period if the civic authorities fail to solve the issue within three days," said Unit 2 Central Market Association president Pradyumna Kumar Jena.

## Odisha: Bhubaneswar Market Building To Remain Shut Indefinitely!

**Bhubaneswar(KCN):** The shopkeepers of Unit 2 Market Building in the Odisha capital here have threatened to close the shopping complex for indefinite period if the civic authorities fail to solve the issues related to makeshift stalls within three days.

The shopkeepers have also threatened to stage dharna in front of the residences of city Mayor Solochana Das and Bhubaneswar Municipal Corporation (BMC) Commissioner Vijay Amruta Kulange over the issue.

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## Minister Of State and Chairperson of Jk Awqaf Board Dr Darakhshan Andrabi addresses huge public rally at Langate Kashmir

*'We don't sell sentiments in politics, we deliver services': Dr Andrabi*

Kupwara kashmir(Aasif Malik):Minister of State and Chairperson J&K Waqf Board Dr Darakhshan Andrabi today addressed a mega public rally of Bhartiya Janata Party at Langate in North Kashmir which was attended by a huge gathering from the area. Local BJP leader & Vice President of Langate Municipal Committee Jameel Ahmad Rather was also present. Dr Andrabi was accorded a rousing welcome by the people when she reached the Langate Park at the site of the rally. Welcoming Andrabi, Jameel Rather in his speech said that she was the first leader in the contemporary political scenario of Kashmir who unconditionally resolves issues of the public without any discrimination. In her address BJP National Executive Member & Waqf Board Chairperson said that after the implementation of Prime Minister's vision for J&K three years ago, peace,



prosperity and development have become the key issues of our government. "Whole world has recognised the constitutional changes in J&K, but political exploiters are feeling acute pain and as a result

they roam around making senseless statements. New changed J&K is in the process of peace, development and prosperity", said Andrabi. She said that she had succeeded in

fulfilling the public demands submitted to her by the local leadership a few months ago. Dr Andrabi spoke about her fulfilled promises of establishment of a Fire & Emergency Services facility, bridge

## Shubham Yadav again nominated as Samajwadi Party (Cultural Cell) Kanpur Rural District President

Kanpur (KCN):On the recommendation of State President Naresh Uttam Patel, on the instructions of Samajwadi Party's National President and former Chief Minister Akhilesh Yadav, State President of Samajwadi Party Cultural Cell Dharendra Solanki has once again expressed confidence in Shubham Yadav and nominated him as District President of Kanpur Rural District. On nomination, the state president said that Samajwadi Party will definitely become stronger in the district with his nomination and the party will expand up to the booth level. While living, he has been active in many demonstrations, protests and various political activities.

Expressing gratitude to the top leadership on the nomination, the newly nominated District President Shubham Yadav said that he will go among the general public and get their problems



resolved. Exposing the lies and deceit of the BJP by setting up chaupals and meetings in every market, town and locality, he will tell about the welfare schemes and development works done by the SP for the people. He said that he is

fighting round the clock for the issues of public interest. Now his entire target is on the upcoming Lok Sabha elections. He said that this time no government would be able to be formed at the center without the support of the

Samajwadi government. Akhilesh Yadav will emerge as a big and important face in the politics of the center. National President Cultural Cell / Former MLC Kashinath Yadav, National Vice President and former Minister Sangeeta Yadav, State Chief General Secretary Ashish Yadav 'Kamala', State Vice President Siddhant etc. congratulated on the nomination.

District President Kanpur Rural and former MLA Munindra Shukla, former MP Rajaram Pal, former District President Raghavendra Singh Yadav, former MLA Kalyanpur Satish Nigam, former MLA candidate Maharajpur Fateh Bahadur Gill, former MLA candidate Billaur Mrs. Rachna Singh, Ashish Katiyar, Sandeep on nomination Yadav, Rahul Swarnakar, Deepak Shukla, Ravi, Suraj, Harimohan etc. people expressed happiness.

## Honour Killing: 3 Including Father Arrested For Killing Daughter, Lover

Bhubaneswar(KCN): A man along with two others were arrested for allegedly killing his daughter and her lover in Odisha's Kalahandi district, the police said on Thursday.

The arrested individuals are the girl's father — Kaneswar Patel, uncle Debananda Patel and brother-in-law Tankadhar Naik.

The three were allegedly involved in killing the couple —

Jemamani Patel (20) and Sunil Patel (22), and hung their bodies near Banjipadar village. After receiving a call on July 9, the police recovered the decomposed bodies of Jemamani and Sunil from a graveyard at Banjipadar village, said Kalahandi Superintendent of Police, Abhilash G. During the investigation, it was found that Jemamani

and Sunil were in a relationship and their family members were opposed to their relationship as both happened to be "distantly" related as niece and uncle, respectively, he said. Therefore, they eloped from homes on June 30 and were hiding in a dense sugarcane field, the police officer said. After getting information about the couple's "hideout", he added.

## Dedication and hard work bring success says Narayan Jain



**Kolkata (KCN):** One has to be dedicated, work hard and keep cool. These virtues will help in accomplishment of success in our life, said Narayan Jain while spelling out the secrets to success based on his life experience. Jain, National Deputy President, All India Federation of Tax Practitioners in a function organised for his felicitation by intellectuals of Churu at CM Palace, Parashuram Nagar, Churu. Prof. OP Bansia told that Jain always used to come first in studies and used to encourage his colleagues. His book "How to handle income

tax problem" is quite popular all over India. Om Saraswat, who studied with him, said that if you have a friend, he should be like Narayan Jain, who does not leave you even in difficult times. His achievements are matters of pride. Prof. Kamal Kothari told that despite the paucity of time, whenever someone from Churu goes to meet him, he leaves his work and helps them. BJP Rajasthan Treasurer Pankaj Gupta told that while making plans in the tax matter, many things suggested by him are implemented by Union Ministers. Bimal Sarswat, Ashok Joshi, KK Maharshi, Raghunath

Khemka and other prominent citizens also admired the life of Jain and his laudable role while serving as President of Churu Nagarik Parishad, Kolkata as also in Concern for Calcutta. He is a multi-talented personality, they said. Responding on the occasion Jain recalled his memoirs and said that Churu has always been in my heart. JP Khemka, former president of Churu Citizens Association, Mumbai was also honoured. Chandanmal Saraswat gave the presidential speech on this occasion. Mahendra Sharma successfully conducted the program.

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# Puri Jagannadh's Double iSmart Shoot Begins In Mumbai With Action Sequence



Ustaad Ram Pothineni's makeover for his character in the crazy project 'Double iSmart' with the sensational director Puri Jagannadh helming it amazed one and all. The star looked dapper in the video that showed his

transformation. Puri Jagannadh and Charmme Kaur together produce the movie on Puri Connects and Vish is the CEO. Meanwhile, the film's regular shoot commenced today in Mumbai. The team

started the production works with a massive sequence on Ram and fighters in a huge set under the choreography of stunt director Kecha who is associating with the director since Iddarammayilatho. Hollywood

will have a Pan India release. It will release in Telugu, Tamil, Kannada, Malayalam, and Hindi languages for Maha Shivaratri on March 8, 2024.

## Vijay Devarakonda's Birthday Special: From Arjun Reddy To Dear Comrade



Actor Vijay Devarakonda has several powerful characters and delivered stellar performances on-screen. On his birthday today, we thought of going down memory lane and checking out the best ones. Therefore, here is a list of his superhit films that made him established as the most desirable and bankable actor in the country.

Touted to be a career-defining film, Vijay metamorphosed his most memorable character role in Arjun Reddy. Having played the character with such finesse that it is hard to imagine any other actor playing the role with such perfection. He left his stamp on this iconic character Arjun Reddy - a young surgeon with functioning alcoholism and a furious temper spirals into self-destruction when he learns that his girlfriend is marrying another man. The film received praises from the viewers and Vijay got his first Filmfare Award for Best Actor. **Dear Comrade**

Yet another remarkable film from VD that will be cherished by the audience and his

ardent fans for long. Given the time his character arc changes and the ease with which he adapts to it, is testament to his talent as an actor. He proved that he isn't just an angry man or a compulsive flirt, he is the complete package. His chemistry with the gorgeous Rashmika Mandanna was like an icing on the cake! **Geetha Govindam** Vijay Devarakonda pairs up with Rashmika Mandanna in this romantic family entertainer. His irresistible chemistry with Rashmika who plays the role of Geetha, an independent and a level-headed woman, makes the film incredibly

entertaining. While the film impressed audiences and critics alike with its exciting screenplay and story, it also extracted the best out of Vijay in an out-and-out comic avatar. **Taxiwaala**

Similar to his larger-than-life, heroic characters, Vijay pulled off the role of a taxi driver effortlessly and with great conviction. When nothing seems to work out for his character in the film, he decides to become a taxi driver to make a living. On his hunt for a car, he stumbles upon a vintage car. He gives it a makeover and the car turns his luck around. However, his joy is short-lived as he soon finds out that the car is

possessed. The movie worked wonders for the makers, largely thanks to a wonderful performance from VD!

### Pelli Choopulu

Vijay Devarakonda and Ritu Varma starrer 'Pelli Choopulu' was

one of the best Telugu

films of the decade it

released. The film was

a massive hit, and the

stars received a lot of

praise from all

corners. The film won

not only positive

reviews from critics

but also received two

National Film Awards

for Best Telugu Film

and Best Screenplay at

the 64th National Film

Awards. It was a

breezy romantic

entertainer with

soulful music by

Vivek Sagar.

## 'Bigg Boss OTT 2' Day 24 Written Updates: Jiya Shankar Kicks Jad Hadid Out Of Captaincy Race

It's a sunny morning in the Bigg Boss OTT 2 house and everyone dances their way to a new day. Pooja and Manisha engage in a morning 'Chai Pe Charcha' discussion regarding the nominations that took place yesterday, expressing their thoughts on the fairness or unfairness of Abhishek, the equation between Avinash and Falaq, as well as Bebika's involvement in the nomination process.

Later Bebika can be seen teasing Manisha while getting cozy with Jad. Manisha has a perfect reply for everyone, says 'Jiju hai tumhare.'

Jad says, 'Jiya is Selfish' when talking deeply of things that has happened in the BB OTT house over the period of time, Avinash agrees. Later, in a fun banter between Falaw-Avinash and Jiya -Jad, Falaq gets angry and says, 'Limit mei reh' to Jiya and Jad when they tease her and Avi as 'Mr and Mrs Sachdeva.'

Captaincy task begins, BB house is converted into BB school, a major fight breaks when Abhishek gets angry on Bebika and writes 'Gadha Teacher' on the board. This led to some major noise in the house. Manisha who is assigned the task to teach Hindi gets 7 roses by the end of round 4. Bebika only gets 4. Pooja Bhatt is pulled out of the race to become the lead of the house by Avinash and Jad was taken down by Jiya.

Jad is hurt, says that 'her actions do not match her words.' Trouble begins in their paradise, what happens next, keep watching Bigg Boss OTT 2 to know.

## The Kerala Story Actress Adah Sharma Is Grateful To Fans For Making The Film 'A Trend'



Amid the controversies surrounding 'The Kerala Story', the lead actor of the movie Adah Sharma thanked fans for making the film 'trend'.

The actor tweeted, "Thank you to all the crores of you who are going to watch our film, thank you for making it trend, thank you for loving my performance. This weekend the 12th #TheKeralaStory releases internationally in 37 countries (or more) #adahsharma"

Apart from Adah Sharma, Yogita Bihani, Siddhi Idhani and Sonia Balani acted in lead roles in the movie.

A massive controversy erupted around the film after its trailer claimed that 32,000 women from Kerala had gone missing and joined the terrorist group ISIS. However, in the face of protests, the contentious figure in the trailer was later withdrawn. Its trailer description was later changed to a story of three women from Kerala.

Asked about the numbers which caused a disruption in the political scenario of the nation, Adah told ANI, "The story is really scary. The fact that people are calling it propaganda or are thinking about numbers only above the missing girls is scarier. Instead, it would have been the opposite that we would have discussed that girls are missing like this and then given a thought about the numbers."

Exuding confidence about the subject matter of the film, Adah said, "You won't be discussing numbers, once you watch the movie".

Adah started her career in 2008 with '1920.' After that, she featured in movies like 'Hasee Toh Phasee', 'Commando 2' and 'Commando 3'.

Meanwhile, the Trinamool Congress government in West Bengal banned the film 'The Kerala Story' citing "maintenance of peace" and to avoid incidents of "hatred and violence" in the state.

## 'Jhoothi' Shraddha Kapoor Interacts With Fans on Instagram as They Catch her Lying



Shraddha Kapoor aka Jhoothi is currently busy with the promotions of her upcoming film with Ranbir Kapoor, 'Tu Jhoothi Main Makka'. The star has served some incredible moments for her fans; ever since the promotional events kickstarted from recreating hilarious video of 'Tere Pyaar Main' eating pani puri to having grabbed all the attention with her hot looks in the 'Tere

Pyaar Mein' song from

'Tu Jhoothi Main Makka', Shraddha Kapoor seems to be fully drenched in her character of Jhoothi from the film.

While everyone just can't resist their excitement to watch her playing a Jhoothi in the film, this Sunday morning Shraddha treated her fans with a pretty picture and was seen interacting with the fans while she made them engage with her character of Jhoothi in a

fun manner in the comment. Taking to her social media, on Sunday, Shraddha Kapoor posted pictures from her latest photoshoot on Instagram with a caption that confused many of her followers, she wrote jokingly, "It's Monday! Let's slay today."

After Shraddha dropped the post, the fun and witty conversation between Shraddha being a Jhoothi and her fans was seen in the comment section. While Shraddha

can be seen fully in her character with her comments, it led to a fun conversation with her fans, many of her followers flooded the comments with compliments. One user wrote, "Uff ye Adaa." Another commented, "Cuteness overload." Some even dropped heart and fire emoticons. Tu Jhoothi Main Makka is directed by Luv Ranjan, produced by Luv Films' Luv Ranjan and Ankur Garg, and presented by T-Series.

Gulshan Kumar and release worldwide in Bhushan Kumar. It is all set to have a festive March 23.

## MODI'S US VISIT BOOST UP TECHNICAL COLLABORATIONS

**Prof. Sunil Goyal**

Indian Prime Minister Narendra Modi and United States President Joe Biden have put university and technological collaboration between the two countries firmly on the map after Modi's landmark four-day state visit to the US, which, unusually, emphasised higher education as an important part of the partnership. The two leaders' joint statement included support for a university network of 'Indo-US Global Challenge Institutes' and backed suggestions of diplomatic missions helping to facilitate branch campuses and other joint higher education projects. A special Task Force on Expanding US-India University Partnerships set up earlier this year under the Association of American Universities (AAU), made up of some 71 major research universities in the US, released an interim report on 21 June in advance of the Modi visit. It recommended setting up joint research institutions to tackle global challenges and deepen research collaboration between Indian and US universities. Faculty across multiple disciplines would convene to design and develop joint research projects, according to the report. International agreements with the United Kingdom, France and Australia aimed at creating innovation partnerships, could serve

as models for future collaborations with the US. The US National Science Foundation (NSF) already has experience launching similar efforts to create Global Centers with the United Kingdom, Australia and Canada. Biden and Modi, in their joint statement on 22 June, referred to the prospect of such a university network as "leveraging the talent and ambition of both our countries". The joint statement emphasised research partnerships and people-to-people exchanges in areas such as semiconductors, sustainable agriculture, clean energy, health and pandemic preparedness, and emerging technologies. It will deepen the strategic partnership between Indian and American universities. These are exciting times for higher education in India. With the foreign university campus regulations being given the final touches by UGC for the announcement soon, India is now looking forward to working with the liaison office of the diplomatic outposts to facilitate establishing foreign university campuses in India. Dedicated liaison offices will be assisting universities to navigate the "myriad legal hurdles" to establish non-profit academic centres or satellite campuses in-country and assist on the hosting country's tax and regulatory landscape. The AAU interim report on US-India higher education partnerships is closely linked to a special technology initiative on critical and emerging technologies. India's perspective is that it has the need and the opportunity to localise a lot of the expertise. As

part of that entire value chain, a lot of the expertise that feeds into the R&D that then becomes the manufacturing output or the service output or the knowledge output, comes from these university partnerships. India doesn't tend to produce and own much of its own intellectual property, instead, India is now looking at ways of partnering with international universities to bring that expertise into India and to learn from it and emulate and improve on it. Historically, much of the research collaboration and partnerships that are undertaken between US universities and Indian ones are undertaken by NRIs. They are academics that have gone from India to the US and partnered with people they know, or they've gone to the US for a while and come back to a university in India and are now reaching out to colleagues in the US. Now, the University of Denver had very little in the way of partnerships in India but is connecting with the Indian Institute of Management Indore to conduct some research on the urban environment in both countries. One of the key things moving forward with the collaborations would be a shared allocation of resources, or at least some sense that there will be ease in resource availability.

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## Youth and long distance relationships

**Bandana Sahoo**

these relationships very much. Because in today's world, our youth generations uses more and more technology. And now a days everyone must have a phone in their hands. And they also keep on using a lot of social media through this phone. And through this social media, those people also keep making a lot of friends, with whom they also keeps talking with a miscreant. And while talking and talking, those people come in a love relationship. Out of which there is only a long distance relationship. Which is being seen a lot these days. And these relationships are only for a very short time.

Because such relationships are not known very successful. The reason for this is that in such a relationship, two lovers who live far away from each other. By which they meet less and only talk more through social media. And because of this reason their relationship becomes very deep, but one day it becomes the reason for breaking their relationship. Because in such a way, due to not being able to meet more that each other, a lot of

disturbances comes in their way and negativity also increases in their relationship and after which they also break up, which can be seen a lot more today.

Today in many cases, it has been shown that this long distance doesn't last long. It lasts only for a very short time between the two lovers. And in the cases of many lovers, it is not even able to go marriage. Probably there will be very few lovers whose marriage is possible. Because in such a relationship, many problems are also visible due to many reasons. And in such a relationship, third party problems are very visible. No matter who the third party is. Due to which their relationship breaks up very soon and doesn't last long, and even marriage is not possible.

And in many cases, it also happens that due to this long distance, their relationship becomes too long and the delay in time also becomes the reason for their break up. And after this break up, those people also become victims of depression. Which is getting more visible in today's time.

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## Driving Animal Husbandry Entrepreneurship through "Disruptive Innovations"

**Dr. Gyana Ranjan Mishra,**

wheat from Mexico and they were distributed in Punjab, Haryana belt and western UP, and within a short span of time that is by 1971 India was talking of self-sufficiency in food grains production, thereafter we didn't need any assistance from any foreign government including US for our food security and today we are in leading position in the production of grains and pulses in the world. All that happened during this green revolution was history and is an excellent example of what we called as disruption of technology. The technology was imported from outside but we execute it in our own way as per the challenges and opportunity of our own ecosystem.

What happened in 1970s on the dairy sector, the Milkman of India Dr. Verghese Kurian, how he turned around the operation flood, and think about a country which in 1951 was producing just 17 million tons of milk and was nowhere in the map so far as milk production is concerned. Today with a production of 221.06 million tons of milk in the financial year 2022, India is the number one producer of milk in the world. And the most important think about operation flood is that we become number one producer of milk from a laggard, not by commercial dairy enterprise (like US, Brazil and other developed countries). We get this amount of milk produced by small farmers, with two cows or two buffaloes and that is up to in a backyard setup, farmers having their prime focus in crop production and dairy as a secondary business.

Talking in the business term, the process of disruptive innovations begins with a small company entering the low end of a market, or creating a new market segment, claiming the least profitable portion of the market as its own. Because the established, incumbent companies own the most profitable market segments, they most likely won't fight the entrant for that market share. The entrant then improves its offerings and moves up market with increasing profitability. Once the incumbents' customers have widely adopted the entrant's offerings in the mainstream market, occurred. In the broader sense, disruptive innovation refers to anything (product, service, technology, or even situation) that shakes up an industry and revolutionizes how previously successful companies operate.

It is a unique solution whose application significantly alters the way a market or an industry has been functioning so far. Let's see how this process of disruptive innovations had helped the Animal husbandry (A.H) and agriculture sector in the past, when the Indian agriculture economy is at dire need and what lesson it gives to the young budding entrepreneurs.

Most of us are born at a time when India did not face any major food security crisis but this was not the situation few decades ago. The year was 1965 and 1966, when there was a back-to-back drought and there is acute shortage of foods. The situation was so worst at that time that on every 15 minutes a ship load of grains is leaving from US to feed India. What had happened in China our neighboring country, 30 million people had died in that period because of starvation. This was the time a decision was taken by the then government of India to import high yielding varieties of dwarf

developed countries but India lapped up the technology in its one way and we called it as the disruption.

From all these examples we can well conclude that disruption is the induction of a new idea or product that completely redefines an existing sector, industry or market. Disruptions are not path breaking technologies as we had discussed it earlier, how we had used the dwarf variety of crops in agriculture sector, the Artificial insemination technology, milk cooperative structures for dairy industry or the GM cotton for fiber industry, these are not completely new technologies, they have been used by other countries for years but the way it had changed the Indian agriculture scenario is completely outstanding and is a message to the world. In a sector like animal husbandry in India which is now becoming unattractive particularly for young youths due to multiple factors like high cost of production, high risk, low price of the product and produce, instability of the market, highly perishable nature of the produce and product, non availability of proper storing facilities and supply chain etc, innovative disruption is the need of the hour. They entrepreneurs should come up with new idea or newer version of the available product/service that brings simplicity, affordability and accessibility to a larger population.

If we look in to the disruptive innovations very deeply we will find that, they get started in two types of markets that incumbents overlook. First one is the Low-end footholds, here because incumbents typically try to provide their most profitable and demanding customers with ever-improving products and services, and they pay less attention to less-demanding customers. In fact, incumbents' offerings often overshoot the performance requirements of the latter. This opens the door to a disrupter focused (at first) on providing those low-end customers with a "good enough" product. Take for instance Amul, Mother Dairy, Nestle and many other leading brands are targeting the urban and suburb population with their product segmentation, branding and above all quality of their products neglecting a very large segment of the population who can't afford it and at times these premier products are not available in their marketing ecosystem. A large numbers of local brands are now cashing upon that by addressing the need of the customer by taking care of the basic four A of rural marketing that is Awareness, Availability, Acceptability and Availability, so also a large number of micro enterprises are emerging in rural areas who prepare local products like Challaha, Khir, Khira, Ravedi, Sweet curd and many other dairy products, brand them and market them as per the requirement of their customers. It's a great lesson to the entrepreneurs who are interested in the A.H sector to cash upon. A huge gap is there, where a majority of consumers are deprived of certain products and produce because the premier brand didn't take

any interest in them.

Second approach in the concept of disruptive innovations is new-market foothold. Here the disrupters create a market where none existed. Put simply, they find a way to turn no-consumers into consumers. For example the way this Reliance JIO had created a completely new consumer base of internet users which was beyond the imagination of any of his competitors. With the increase in popularity of the fast food in the rural and suburbs, meat and eggs have a sky rocketing demand, now the entrepreneurs must think of how to cash upon it and to create a consumer base like Biryaniwala, or Wow Momo, with proper quality control, pricing, branding and marketing. They can create a strong consumer base in a rural set up which didn't exist now. In the dairy sector the local entrepreneurs had already adopted this strategy by popularizing the consumption of Paneer, Lassi and flavored milk and other area specific traditional dairy products among the masses which were completely new to them and the new consumers had shown good interest in them.

Animal husbandry is a key contributor to the Indian economy but continues to be beset with structural drawbacks with non uniform distribution of live stock, lack of stable market, prone to natural calamity and most importantly value chain of most A.H products and produce continues to consist of multiple intermediaries. While production and supply chain inefficiencies abound keeping the livestock farmers small and marginal, at the same time the nation is catching up with global trends of both consumption (organic, healthy, convenience) and calls for sustainability. There is an immediate need for disruption in the sector led by technology. From business perspective, every industry needs fresh ideas from outside the system, every industry needs next-gen, young and bright minds with the clear vision and traits such as grit and perseverance to make a positive contribution to the society. It is important to ensure India's animal-agribusiness sector attracts the best talent, sparkling brains and skilled hands from different fields and retains them. Traditional business paradigms, entrenched perceptions and outdated practices must pave way to newer and fresher ideas and concepts that only today's youth can bring in. Only then innovations can sprout and flourish. Then this industry can be seen as one of the preferred career paths by youngsters, who currently lack awareness about the ocean of opportunities available. Every one of us working in the industry must actively step up to create awareness among youths who are aspiring to become tomorrow's professionals, entrepreneurs, and leaders.

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# Howrah Suparna working sincerely towards environmental education, awareness and sustainability to economically empower women for a better future



education.  
6. To help the needy students of all communities for pursuance of studies.  
7. To collect and preserve manuscripts, painting sculptures, works of art, antiquities, natural history specimens, mechanical and scientific instruments and designs.  
8. To help the aged, sick, helpless and indigent persons.  
9. To alleviate the sufferings of animals or other living creatures as may be deemed appropriate.  
10. To engage and assist in such other philanthropic activities as may be deemed appropriate by the Governing Body of the Society.

11. To collect donations and subscriptions for the purpose of the societal functioning.  
12. To construct, maintain, improve, develop and alter any building/s, house/s or other work/s necessary or convenient for the use of society.  
13. To do all such acts, matters and things as may be deemed incidental or conducive to the foregoing objects.  
14. The income and properties of the society whatsoever derived or obtained shall be applied solely towards the promotion of the object of the society and no portion thereof shall be paid to or divided amongst any of its members by way of profits, provided that nothing herein contained shall prevent the payment in good faith of remuneration of any officers or servants or employees of the society or other person in return of any service/s rendered to the society.

Howrah Suparna has always taken a special initiative to integrate forest conservation and management practices with local tribal welfare. The dedicated staff members and researchers working in the forested belts of South 24 Parganas, East and West Midnapore, Jhargram, East and West Burdhaman, Birbhum, Bankura and Purulia districts of West Bengal and adjoining border areas of Odisha and Jharkhand have collected valuable data on both major and minor forest resources as well as forest fringe residents on the major and minor forest resources for the supply of food, fuel, fodder, forage and fertilizer (5 FS) including cheap building materials are depleting these forests rapidly due to continuous harvest

rural forested areas. The data collected by the NGO clearly demonstrates improper economic growth and socio-cultural instabilities within various tribal communities that escape the attention of major economic developments and infrastructural projects run by the government as well as private organizations in the above mentioned biogeographic regions. The sheer lack of medical support, rampant unemployment and poor economic growth in this region has made the local tribal communities severely dependent on the

and over exploitation beyond imagination. The random and unscientific collection (harvest) of edible and medicinal fungi, various species of medicinal, chemurgic and ornamental plant species (herb, shrubs and trees) as well as timber (both legally and illegally), seeds and fruits, flowers, inflorescences, leaves (both dry and fresh), branches and stems. Furthermore, due to insurgency the pressure of various resident rebel groups deep inside buffer zones as well as core protected areas of the forests are creating destruction of the local forest with very little changes

of important stakeholder in the process of forest conservation and protection

**Saikat Kumar Basu**



scantly forest resources for their sustainability and survival. The forests are being raided on a daily basis and over exploited by the helpless tribal communities and poor marginal villagers; as they do not have any other viable profession(s) for their survival. These heavy dependency of the tribal communities and forest residents as well as forest fringe residents on the major and minor forest resources for the supply of food, fuel, fodder, forage and fertilizer (5 FS) including cheap building materials are depleting these forests rapidly due to continuous harvest

regeneration. Based on their field observation, interviews conducted on different key tribal communities as well as the data collected (both primary and secondary), Howrah Suparna is currently working in the development of specific eco friendly protocols and recommendations for the concerned government agencies to follow for the long term future of the tribal communities suffering from abject poverty; as well as the success of forest conservation and management of the endangered forests. Howrah Suparna believes that it is important to include the human factor in the dynamic equation of forest conservation by making them an

Prof Sanyal Mukherjee said, "Our bigger dream is to reach every district across all the states of Eastern and North East India with major focus on environmental education and awareness among both urban and rural communities, sustainable life style, organic agriculture and biological conservation, women empowerment and local employment generation, promoting positive mental health and mental well being among school and college students, homemakers, professionals, senior citizens and specially abled individuals as well as restoration of natural biodiversity of the local ecosystems. In spite of many challenges, the NGO has grown over time since its establishment

various employable skills for various SC, ST, OBC groups; and different minority communities across Southern Bengal and parts of Eastern India, namely parts of Odisha, Bihar and Jharkhand bordering West Bengal. Many similar initiatives have also been organized in different parts of North East India like Assam, Meghalaya, Tripura and Sikkim. Our long term objective has been to reach out to these communities in these geographical areas and move beyond these boundaries to further remote localities and isolated groups to help them to the best of our abilities and available collective resources."

"Currently we are limited to our activities due to lack of sufficient funding and human resources; but, we are determined as a group to overcome these shortcomings and continue in our desired path of providing excellent dedicated services to our target populations and target communities. Our network has been increasing with time, and we have received unprecedented help and support from several individuals, government and non-government organizations and institutes in various forms.....

We express our sincere gratitude to all our dedicated members, volunteers, supporters, well-wishers and sponsors for their dedicated support, continued encouragement and never ending aids during the time of need..... Our humble journey has lead us through both challenges and opportunities and established firmly as an NGO in Eastern India with our roots in Howrah, West Bengal", further added Prof Sanyal Mukherjee.

One of the cornerstone of Howrah Suparna has been their continued support for underprivileged children from economically

backward communities or specially abled children or those with special needs. The NGO has been providing dress materials, educational kits, tools, school bags as well as text books to children from needy families or orphan children for the past two decades continuously without a break except a short period during the pandemic restrictions in India in the 2020-2021 academic session. This has benefitted toll children over 20,000+ children across West Bengal. The funding was collected either as donation from well-wishers, NGO savings and sale of NGO products such as books, royalty, honorarium collected from participation in various programs and personal investment.

Another important initiative of Howrah Suparna has been the release of over 50,000 fish fries and fingerlings at various natural and artificial waterbodies of North and South 24 Parganas, East and West Midnapore, Jhargram, Howrah, Hooghly as well as East and West Bardhaman. This specific activity has been organized across summer and monsoon seasons for the past three-four years. Only local indigenous and non-predatory fish species that are edible and important for commercial species were selected and released after certified fishlings were bought or collected from recognized and government certified fish fingerling agencies. The objective has been to help regeneration of many indigenous and local fish species in their natural habitats and provide cheap source of proteins for the poor local community members as well as restoration of natural biodiversity of the local ecosystems.

In spite of many challenges, the NGO has grown over time since its establishment

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# 5T Boost For Dhenkanal

**Dhenkanal(KCN):** On an aggressive mode to pursue development, Top Mandarin, VK Pandian, visited Dhenkanal District and reviewed the progress of various developmental work in the district and redressal of public grievances. During the visit at various locations, Sri Pandian reviewed the ongoing 9 Mega Pipe Water supply projects across the district at a cost of Rs 1455 Crore benefiting 212 Gram Panchayats. He directed the officials concerned to ensure timely completion of the projects. On the first day of the visit, he interacted with the public, Mission

Shakti group members and colleges students in Dhenkanal. He assured that the petitions received will be examined in detail and appropriate action will be taken soon. He appreciated the role of Mission Shakti Federation and staff in creating a social movement which is helping large scale empowerment of women. Sri Pandian informed the college students that Chief Minister approved 56 +2 and degree colleges in Dhenkanal to be taken under 5T Transformation with smart classrooms and other facilities at a cost of Rs.32.50 Crore. He motivated them towards personality development and hard works to achieve realize their goals.

On second day of the visit, Sri Pandian visited Sri Sri Siddha Balaram Mahaprabhu and offered puja there and interacted with the priests of the temple and public for development of the temple and its periphery. He instructed to prepare a Master plan for overall development of the temple. 5T secy visited the Jaunlipokhari Matha next, and interacted with the Priests, Matha committee members for further development of the Matha. He instructed to prepare a project proposal for its renovation and development. He then met the sports persons at Main Stadium

and suggested making Dhenkanal a sports Hub through development of sports infrastructure of Dhenkanal. Later, he proceeded to the District Headquarters Hospital, Dhenkanal to review the on-going projects of the AMA hospital under which Rs. 5.42 Crore has been sanctioned, he then interacted with the members of BLF managing hospital diets of patients and BSKY beneficiaries. He also visited the Artisan village at Nabajibanpur, Sadeibereni in Saptasajya. This project has been developed with the aim of prioritizing the skills of Dhokra craftsmen, metal casting etc. and promote eco-

tourism, total fund of Rs.5 Crore has been utilized. He interacted with 40 nos. of different handicraft groups, and also reviewed the progress of nearby 5T high school, Saptasajya. Sri Pandian interacted with the public in Kamakhyanagar, Parjang and Hindol regarding their grievances. He conveyed that Chief Minister lays emphasis on grievance redressal as a priority for the administration. Further, he visited the Astasambhu temple, Kualo, Parjang offered puja and interacted with the temple committee members for further development of the temple.

**BHUBANESWAR(KCN):** As pending pension related cases of non-teaching employees continue to pile up, the Higher Education department on Wednesday asked heads of all government higher educational institutions to furnish a monthly report on progress of timely payment of pension to such staff. As per government norms, any delay in payment of pension would lead to payment of 18 per cent interest per annum for the period of delay and the interest would be recovered from the person/s responsible for the delay. Asking the institutions to adhere to the guideline



and take appropriate action for timely payment of pension, the department said the monthly progress report on disbursal of pension should be submitted on the last working day of every month to the GA department. Earlier this month while reviewing the department's activities, Higher Education Minister Atanu Sabyasachi Nayak had asked authorities to open a dedicated pension cell to ensure that employees must receive their pension on the day of retirement. All the pending pension cases should be cleared up within a specific timeline, he had directed the officials concerned.

## Union Minister Dharmendra Pradhan seeks substations for Parjang, Kankadahada



**BHUBANESWAR (KCN):** Expressing concern over frequent power disruptions in Parjang and Kankadahada blocks of Dhenkanal district, Union Minister Dharmendra Pradhan has sought the intervention of Energy Minister Pratap Keshari Deb for installing two 220/33 KV grid substations to

stabilise supply in the areas. In two separate letters to Deb, the union minister said Parjang block, with a population of more than two lakh, depends on Chainpal grid for power. Owing to long distance and heavy load factor, inhabitants of the area have been grappling with frequent and unnatural power cuts.

"The single sub-station available is insufficient for the significant population in the area, causing regular power outages that gravely hinder day-to-day activities, education, and skill development endeavours. Chainpal to Parjang 33 KV supply frequently faces technical issues affecting steady power supply to

customers," the letter said. Similar is the problem in Kankadahada block, which with a population of around one lakh, depends on Chainpal grid for power supply. Pradhan said a new 220/33KV grid sub-station each at Parjang and Kankadahada could dramatically enhance the stability and quality of electricity supply. A plot measuring 8.61 acre has already been sanctioned by the steering committee, chaired by the sub - collector, Kamakhyanagar on January 10, 2020 for construction of the proposed sub-station. "I sincerely hope you will give this matter your utmost attention and extend your support to expedite the construction of the two grid sub-station," he added.

## Can BJP overcome its candidate crisis to take on BJD?



**BHUBANESWAR (KCN):** As BJP aspires to dislodge the mighty BJD to come to power in the coming Assembly election, the saffron party is staring at a crisis of candidates of substance in about one third of the 147 constituencies in the state.

Such problem is no less in 84 Assembly seats in which the BJP was runner-up in the 2019 election as most of the contestants have, by now, lost connect with their constituents in the last four years. Some of them are not keen to jump into the electoral fray as their age and

physical conditions do not permit the rigorous task of electioneering, while others adopt a wait and watch policy to take a call only after assessing how much the party will back them financially to fight an well-oiled BJD machinery.

With an early Assembly election buzz in the state, likely in November or December, the BJP is yet to start its exercise of identifying suitable candidates for the 125 seats where BJD is solidly grounded with 113 seats already in its pocket. "We are ready for an early election. Winnability will be the criteria for candidate selection.

question before the BJP is under whose leadership the party is going to fight next elections. As far as election preparedness is concerned, the party is yet to initiate the process of consultation which has completely broken down. If Assembly elections are advanced, the BJP leadership will be left with no time to select candidates diligently. Under such circumstances, the BJD will always have a head-start.

"Those aspiring for BJP tickets are increasingly becoming frustrated as they have neither the time nor the resources to fight the BJD which is flush with funds and administrative support. They know well that the magic of Prime Minister Narendra Modi is not going to work anymore," party sources said.

Citing the example of Cuttack district which has nine Assembly seats, a party leader said nobody knows the potential candidates to be nominated. The party is yet to find a familiar face for Cuttack-Barabati seat where the BJP was relegated to third position in the last elections.



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## 'UnserHaus' by BSH Home Appliances - Kolkata's new luxury address

**Bhubaneswar:** BSH Home Appliances Group, one of the world's leading home appliances companies today launched its first 'UnserHaus' in Kolkata. This is BSH's only experience center in India to house all its three brands – Bosch, Siemens and Gaggenau under one roof. Located at Salt Lake city's Adventz Infinity @ 5, this new experience center is all set to welcome customers as well as Kolkata's strong architecture & design community. The company already has two other stores in Kolkata – a multi-channel Bosch & Siemens Brand Store in Dhakuria and a Bosch Studio in Shakespeare Sarani. UnserHaus is the German name for "Our House". It is a place where comfort, convenience, inspiration,

and memories reside in every corner. The philosophy and core ethos of BSH's UnserHaus are focused on building long-lasting trust with all customers & business partners. Keeping this in mind, the space is designed to ensure that all visitors feel at home when they visit, helping them experience the products as if they were in their own house.

Commenting on the launch of UnserHaus, Kolkata, Neeraj Bahl, MD & CEO, BSH Home Appliances (India & SAARC) said, "Kolkata is one of our high performing markets and we're thrilled to further expand our presence here by opening doors to our 101st retail space\*. The new-age Indian consumer continues to look for offline experiences especially in

\*The company now has six experience centers across Mumbai, Delhi, Bangalore, Chennai and Kolkata, and an India-wide retail network of 95 brand shops (80 brand stores for Bosch and 15 brand stores for Siemens).

## Mahagram offers door to door banking services through Kirana stores

**Bhubaneswar:** Mahagram is a social enterprise focusing on Financial Inclusion that has enabled banking from the mom-and-pop store around the corner through fintech solutions. The company's mission is to enable rural women to save money at the local Kirana (or grocery) stores, instead of traveling miles to the nearest bank branch.

Recently, Mahagram has tied up with a public sector bank – the Bank of Maharashtra to roll out the 'Bank Sakhi' project in Odisha. The fintech

would provide financial technology and infrastructure support to augment rural financial inclusion. As part of the tie-up, the company has onboarded more than 11,000 bank sakhis (women) on the BharatATM platform to help the rural citizens avail themselves of basic banking services at their doorstep or the next door Kirana stores.

Mahagram aims to increase the ratio and habit of household savings in rural India. "At Mahagram, we are indulged in offering basic banking services

## Bank of Baroda launches Industry-First end-to-end Digital Co-Lending Platform

**Mumbai:** Bank of Baroda (Bank), one of India's leading public sector banks and named the Best Technology Bank by Indian Banks' Association (IBA), today announced the launch of an end-to-end Digital Platform to facilitate co-lending of loans in partnership with NBFCs. The platform provides seamless integration between the Bank and multiple NBFC partners to strengthen, accelerate and simplify the co-lending process. The platform uses rule-based algorithms for underwriting, enables credit assessment checks, enables Retail, MSME, Agri co-lending product offerings and

increases process efficiency. The digital co-lending platform has state-of-the-art capabilities to handle both the option 1 (Non-Discretionary) and option 2 (Discretionary) models of co-lending for secured as well as unsecured products as per the latest RBI guidelines on the co-lending model.

Shri Vikramaditya Singh Khichi, Executive Director, Bank of Baroda said, "The Digital Co-Lending Platform will pave the way for both Bank of Baroda and our NBFC partners to seamlessly integrate and enable lending to borrowers with improved TAT. Co-

## Amazon.in launches 'Back to School' store

**Bhubaneswar:** With the opening of schools and resuming of offline classes, Amazon.in announced the launch of 'Back to school' store – a one stop destination to simplify the shopping needs of children. The specially curated store offers deals on a wide range of products across study essentials like stationery, laptops, tablets, mobile phones, PCs, headsets & speakers, printers, Amazon devices, home furnishing among others

to help parents, teachers and students with school supplies and to create an effective learning and productive environment. The offers and deals will be available till 12th June 2022.

Here are some popular products customers can choose from the 'Back to school' store on Amazon.in. All offers & deals are from participating sellers. HONOR MagicBook X 15, Intel Core i3 Anti-Glare Thin and Light Laptop – It has stylish

appearance with premium aluminum metal body with 16.9MM thickness, 5.3 MM narrow bezels and the weight of the laptop is only 1.56kg, which allows you to carry it easily, making it very convenient for school, travel, and work. It is available for starting INR 37,990 on Amazon.in. All offers & deals are from participating sellers. Lenova Tab M10 FHD Plus Tablet, Platinum Grey - Make way for the stylish 8.1 mm Tab M10 FHD Plus.

## EICHER TRACTORS Launches PRIMA G3 - Premium Range of Tractors for Next-Gen Farmers

**Bhubaneswar:** EICHER TRACTORS, from the house of TAFE - Tractors and Farm Equipment Limited, world's third largest tractor manufacturer, announced the launch of the EICHER PRIMA G3 Series - all new range of premium tractors for the new-age Indian farmer who demands style, substance and solidity. The EICHER PRIMA G3 is a new series of tractors in the 40 - 60 hp range, that offers Premium Styling, Progressive Technology and Perfect Comfort built with decades of unmatched experience.

Launching the EICHER PRIMA G3 series, Mallika Srinivasan, CMD - TAFE said, "The

Eicher brand, for decades, has been well-known for its trust, reliability, ruggedness and versatility in both the agriculture and commercial space. The launch of the PRIMA G3, brings to the progressive farmers of a modern India, more productivity, comfort and ease to match their new aspirations, and offers an enhanced value proposition that Eicher has always promised."

The new PRIMA G3 boasts a new age design with its distinct aerodynamic hood, that makes a unique style statement and offers easy access to the engine with its one-touch front-open, single piece bonnet. The bold grille with high

intensity 3D cooling technology and wrap-around headlamps and Digi NXT Dashboard are a perfect fusion of bold and elegant looks, which provide higher cross air flow and long hours of continuous operation. The youthful sporty steering wheel with a spinner knob offers effortless control.

Dr. Lakshmi Venu, DMD, TAFE Motors and Tractors Limited (TMTL) said, "Young

revolutionize agriculture".

Sandeep Sinha, CEO - TAFE said, "We are delighted to launch the new PRIMA G3 series with a world-class styling and international technology, that offers premium automotive excellence in style, fit and finish, and robust build quality. The Eicher PRIMA G3 is a reflection of Eicher's hallmark durability and reliability. The PRIMA G3 is equipped with ergonomic operator stations, new steering controls for a comfortable, safe and long hours of productive use. We will ensure that our customers have easy access to the new Eicher PRIMA G3 series."

## Godrej Appliances offers wide range of home appliances and enhanced shopping experience to consumers

**Bhubaneswar:** Godrej & Boyce, the flagship company of the Godrej Group announced that its business Godrej Appliances plans to strengthen its presence and expand its network of exclusive brand outlets further, inaugurating its first store in Chhando, Kendrapara district in the state of Odisha, India. This will be the brand's 26th exclusive outlet in Odisha under Bhubaneswar branch.

Towards strengthening the supply chain and creating a next-level experience for customers in Kendrapara, Godrej Appliances has launched its exclusive brand outlet - called Godrej

Inspire Hub spread over 1200 sqft, strategically located on the Chhando main road, in collaboration with its channel partner Jagannath Electronics.

Convenience and comfort are primacies for consumers today. This is evident from the gradual increase in demand for premium products, even in tier II and tier III cities. Moreover, with the pandemic in the backdrop, appliances have emerged as a necessity in every Indian home.

EBOs solidify Godrej Appliances' already extensive network across the country, fulfill the premium product requirement of its

customers and most importantly give them a much wider display to choose from thus enhancing their purchase experience. The brand currently has 120+ exclusive outlets across the country and aims to have 140+ EBOs by this financial year.

Speaking on the occasion of the launch, Sanjeev Jain, National Sales Head - Godrej Appliances said, "We have always endeavored to be as close to our customers as possible. We believe our Exclusive Brand Outlets will give even greater value to our loyal customers. With our exclusive showroom, we have the opportunity to

showcase our entire range of best-in-class appliances at a single location. Odisha is an important market for us and we look forward to delighting our customers with the best shopping experience."

Adding further, Sanjay Kumar Behera, Owner of Jagannath Electronics said, "We are extremely delighted to have partnered with Godrej Appliances, which is a highly respected and trusted brand. We are sure that our outlet will prove to be a great destination for the discerning customers of Chhando through its unique offerings from Godrej Appliances."

The exclusive brand outlet will display the

entire range of Godrej appliances including refrigerators, washing machines, air conditioners, dishwashers, air coolers, deep freezers, microwave ovens, thermoelectric technology-powered Godrej Qube and UV-C technology-based Godrej Viroshield. To top it, there are assured gifts on purchase of select models for customers.

Consumers will also be able to avail one-year free extended warranty on select models and one year of product insurance, exclusively, at every Godrej Appliances' exclusive brand outlet. The brand also provides priority after-sales service to every Godrej exclusive store customer.

## Raj Petro Specialities strengthens its leadership team with Prasad Vaze's appointment

**Regensburg:** Vitesco Technologies, a leading international developer and manufacturer of cutting-edge drive systems for sustainable mobility, held its first Annual General Meeting (AGM) today. The AGM was held virtually due to the continuing COVID-19 pandemic.

In separate votes, the shareholders formally approved the actions of all the Executive Board members during their term of office in the 2021 financial year. The actions of all members of the Supervisory Board in office in 2021 were also approved for their respective terms. "We are delighted to have received this vote of confidence from the Annual General Meeting".

Meeting. We regard this outcome as a clear mandate to continue the successful collaboration and positioning of Vitesco Technologies as a supplier of sustainable drive solutions with a clear goal," said CEO Andreas Wolf.

All current members of the Supervisory Board representing the shareholders who were up for election were re-elected to office. The members of the Supervisory Board who represent the employees will be elected separately. A complete list of all Supervisory Board members and the results of the voting at the AGM are available on the Vitesco Technologies website under 'Annual General Meeting'.

**Bhubaneswar:** Mr. Prasad Vaze has been appointed as the Senior Director – Lubricants Business at Raj Petro Specialities Pvt Ltd., a Brenntag Group company. He will lead the comprehensive lubricants Business Units, including Speciality, Industrial and Automotive lubricant businesses.

Mr. Prasad Vaze is a result-oriented business leader with more than 25 years of extensive experience in customer-centric roles. Mr. Vaze has served in numerous senior leadership roles, including leading retail operations, profit centre management, developing business strategy and channel

taking on the important hat of managing Raj Petro's Lubricants Business, and we wish him all the best for his journey! With his knowledge and extensive experience, we are confident that Prasad will assist Raj Petro in reaching new heights."

On his appointment Mr. Prasad Vaze said, "I am very thrilled to take on this new role. My vision is to create a world class experience for our consumers and channel partners. Our aim is to leverage Kyros, Onwo and Zoomol brands, explore humongous potential that India and international markets offer and grow the Lubricant business profitability."

Ms. Archana Ghate - Head HR said, "We would like to extend a warm welcome to Mr. Prasad Vaze, our newest member to the LT team. He will be

## LV Prasad Eye Institute Organizes a Retinoblastoma Awareness Walk

**Bhubaneswar:** L V Prasad Eye Institute's Mithu Tulsi Chanrai Campus in Bhubaneswar organized a Retinoblastoma Awareness Walk on 8th May 2022. This walk is part of the 'Whitathon' event organized by LV Prasad Eye Institute across its campuses in Bhubaneswar, Hyderabad, Visakhapatnam and

Vijayawada. Celebrity actor, Mr. Sabyasachi Mishra, will be flagging off the walk.

Whitathon is L V Prasad Eye Institute's annual cause-related event focusing on raising awareness and funds for early diagnosis and treatment of Retinoblastoma – a life and vision-threatening Eye Cancer in Children. One of the most common

symptoms of Retinoblastoma is White Reflex (white glow) in a child's eye. Through this walk, LVPEI aims to raise awareness among the public that if they spot a 'White Reflex' in a child's eye, it could be a sign of eye cancer that needs immediate medical intervention. Hence, the event is named 'Whitathon'.

Dr. Devjyoti Tripathy,

Ocular Oncologist, Mithu Tulsi Chanrai Campus, Bhubaneswar, L V Prasad Eye Institute said, "Our aim is to raise awareness about early detection and treatment of retinoblastoma eye cancer in children. No child should die of eye cancer because of lack of awareness and treatment. We extend our sincere thanks to Mr. Sabyasachi Mishra for joining us for

the Retinoblastoma Awareness Walk and spreading awareness about Retinoblastoma. We also acknowledge the support received from Aroh – Giving Hope, an NGO working for children with cancer and their families."

Dr. Tripathy further added that it is time to make detailed eye check-ups a part of mandatory paediatric examinations.

# 'It's not been an easy journey': Ashwin reflects after another milestone

**New Delhi:** It's not easy being Ravichandran Ashwin. To try wrapping your head around the fact that one moment you are the top-ranked bowler in Test cricket but in the very next, you are confronted with the crushing reality that being best in the world does not guarantee a spot in India's playing XI. Since mid-2017, Ashwin has been mostly a one-format player for India (barring the brief comeback in 2021-22), but even his appearances in that format have been sporadic with Ravindra Jadeja, just as good with an improved batting pedigree, getting the lone spinner's spot on tracks designed to keep India from playing both together.

And so it proved to be in last month's World Test Championship final that Ashwin watched from the sidelines at The Oval as India struggled for control and incision on the opening day to cede the advantage and subsequently the coveted mace after five



days. The 36-year-old, who returned to play T20 cricket at the TNPL before jetting back to the Caribbean, showed he'd lost none of his red-ball rhythm with a five-fer - his 33rd in Test cricket - on the opening day in Dominica to begin India's next WTC.

"I've spoken about it. It's very tough as a cricketer when you have a WTC final and end up sitting out," Ashwin said. "All that is fine. But what is the difference between me and another person if I also end up sulking in the dressing room. When we went to the WTC final, I was mentally prepared to play. I had prepared physically and mentally, planned for the game, everything. But, I was also prepared to not play the game."

"If I'm not playing, how do I respond? How do I make sure the dressing room is really up and about. Winning the WTC final is the most important thing, it could be a very high point in my career and I would have played a

good role in it. It was just unfortunate, it didn't pan out. The first day just left us too much behind in the shed. All I'd like to give to my teammates and Indian cricket as a whole is some understanding and my best efforts on the field and I'd like to leave it at that."

Here at Dominica,

Ashwin was pressed into the attack as early as the ninth over after India lost the toss. With his very first ball, he drew a nervy inside edge off Tagenarine Chanderpaul and by his third over had joined a very exclusive list of bowlers - Ian Botham, Wasim Akram, Mitchell Starc and Simon Harmer - to dismiss both members of a father-son pair in Test cricket. The ace offspinner added the strike of captain Kraigg Brathwaite before Lunch and then proceeded to dismiss top-scorer Alick Athanaze, Alzarri

Joseph and Jomel Warrican to reach the milestone.

"There was some bounce from the wicket, especially from the pavilion end. The wicket had some slope also which gave us bounce. But we utilised the first session very well. The wicket had some moisture and it was coming off it very well. As you saw, they showed a graphic that it was turning more [in the second session], but the turn

was very slow. But in the first session, there was bounce, and pace off was good, there was bite. We utilised it very well. The way [Jermaine] Blackwood got out just before Lunch, the momentum shifted completely to us. I also thought, Jaiswal and Rohit batted very well to give us a very dominant day on Day 1," Ashwin said.

The five-fer took Ashwin past Anderson into the sixth place in the list of cricketers with most five-wicket hauls in Test cricket. Rangana Herath (34), Anil Kumble (35), Richard Hadlee (36) and Shane Warne (37) sit immediately above him while Muttiah Muralitharan remains a very distant leader at 67. Along the way, Ashwin also became only the third Indian bowler, behind Kumble and Harbhajan Singh, to take 700 international wickets. All of it was worthy enough for some reflection.

"Actually when I look back at my career, I wonder how it's gone by so fast. It's been literally 14 years on the go and if you include IPL also,

it's been almost a 15-16 years journey. It's just gone like that. All I would tell anybody is... the first time I met Rahul Dravid as a coach, he made this statement: It's not about how many wickets you take, how many runs you score. You'll forget about all of them. It is only the great memories you create as a team that'll stick with you."

"I'm totally behind that. I don't know if he's brainwashed me to do that. From my point of view, I definitely think that this journey has gone so fast that I'm not even able to recollect what has happened, and how it has gone through. I've got a lot of gratitude and I'm very grateful for the journey and what the game has given to me. I don't know how many more such moments will come to me, but whatever comes my way, I'll try to enjoy it completely. After Covid when cricket began again, I promised myself that I'll enjoy whatever happens... whether I'm playing, getting dropped or if I'm retiring. Whatever happens, I will enjoy it."

## Yuvraj Singh, Gautam Gambhir To Play For New Jersey Legends In US Masters T10 league

**New Delhi:** The player's draft for the US Masters T10 League was done at Raleigh, North Carolina on Saturday. The Player Draft witnessed all six teams - Atlanta Fire, California Knights, Morrisville Unity, New Jersey Legends, New York Warriors and Texas Chargers - construct explosive line-ups for the tournament, set to be held later this year.

The New Jersey Legends will have three 2011 World Cup-winning players - Gautam Gambhir, Yuvraj Singh and Yusuf Pathan - enthralled the crowd along with Liam Plunkett, Albie Morkel, Naman Ojha, Jesse Ryder, Chris Barnwell, Stuart Binny, RP Singh, Bipul Sharma, Craig



McMillan, Tim Ambrose, Rajesh Bishnoi, Abhimanyu Mithun and Monty Panesar, as per a press release from US Masters T10. Swashbuckling batters Robin Uthappa and David Hussey will lead the charge for Atlanta Fire along with Lendl Simmons, Mohammad Kaif will take centre stage for California Knights along with Aaron Finch, Peter

Siddle, Jacques Kallis, Ricardo Powell, Denesh Ramdin, Ben Laughlin, Ashley Nurse, Rusty Theron, Anureet Singh, Pawan Suyal, Devendra Bishoo, Jesal Karia and Sudeep Tyagi.

The Morrisville Unity will receive the services of the hard-hitting Chris Gayle and Indian legend Harbhajan Singh alongside Kevin O'Brien, Parthiv Patel, Corey Anderson, Rahul Sharma, Calvin Savage, Parvinder Awana, Andries Gous, Najaf Shah, Angelo Perera, Dane Piedt, Vikas Tokas, Dilshan Munaweera, Nuwan Kulasekara and Makhaya Ntini.

Former Pakistan stars Shahid Afridi and Misbah-ul-Haq will lead with the charge for New York

Warriors with Johan Botha, Kamran Akmal, TM Dilshan, Jonathan Carter, Umaid Asif, Sohail Khan, Murali Vijay, Jerome Taylor, William Perkins, Abdur Rehman, Munaf Patel, Cody Chetty, Chamara Kapugedera and Dhammika Prasad.

Meanwhile, the Texas Chargers have brought together Ben Dunk, Mohammed Hafeez, Ross Taylor, Isuru Udana, Thissara Perera, Neil Broom, Fidel Edwards, Umar Gul, Upul Tharanga, Pragyan Ojha, Jeevan Mendis, Siddharth Trivedi, Phil Mustard, Noor Ali Zadran, Praveen Kumar and Paul Adams for the inaugural edition of the US Masters T10 League.

unbeaten 81 and Perry needing 51 for her 41, as well as three dropped catches. However, Australia were pushed forward by the cameos of Tahlia McGrath (24 off 36) and Ashleigh Gardner (21 off 24) before Jess Jonnassen added 30 off 39 to drag Australia to what appeared to be a winning total.

Australia's 263/8 looked even more imposing when Sophia Dunkley was cleaned up by Perry in the third over of England's chase. But then came a whirlwind stand between Tammy Beaumont (47 off 42) and Alice Capsey (40 off 34) worth 74 runs off just 55 balls to set the ball rolling for England.

In the space of 3.1 overs however, England lost both the set batters and went through a brief stutter until captain Knight took control of the proceedings. She was still quickly running out of partners at the other end as Australia began to dig their heels after breaking the big stand. The hosts threatened to flip the chase around and retain the Ashes with two games to spare when England went from 103 for 1 in the 13th over to 163 for 4 in the 26th. Nat-Sciver

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## Wimbledon 2023: Rohan Bopanna, Matthew Ebden Storm Into Men's Doubles Semifinal

**New Delhi:** Indian tennis ace Rohan Bopanna and his Australian partner Matthew Ebden booked their place into the Wimbledon 2023 men's doubles semifinals on Wednesday. The Indo-Australian pair, seeded sixth, came from behind to overcome the unseeded Dutch team of Bart Stevens and Tallon Griekspoor by 6(3)-7(7), 7-5, 6-2 in a game that lasted for one hour and 54 minutes in the quarter-finals of the grass court Grand Slam.



Rohan Bopanna and

tie-breaker which handed Stevens and Tallon the advantage of 1-0.

Bopanna and Ebden kicked off the second set with intensity. They broke Tallon Griekspoor's serve in the first game but were pegged back immediately in the second. A break on the serve of Bart Stevens in the seventh game took the match into the decider. Bopanna and Ebden grew in confidence as the match progressed. They held onto their serves and broke Stevens and Griekspoor's serve twice

to secure a place in the semi-finals of Wimbledon.

The 43-year-old Rohan Bopanna has been in top form this season. He reached the Australian Open final with Sania Mirza earlier this year and has won two ATP titles alongside Matthew Ebden in men's doubles. Rohan Bopanna and Matthew Ebden will face top seeds Wesley Koolhof and Neal Skupski in the semi-finals. They will back themselves as they have beaten them in the Indian Wells ATP Masters 1000 final in March this year.