

## PRESIDENT OF INDIA PRESIDES OVER THE CEREMONIAL SESSION OF AGM OF INDIAN RED CROSS SOCIETY



New Delhi, (KCN): The President of India, Smt Droupadi Murmu presided over the ceremonial session of AGM of Indian Red Cross Society at Rashtrapati Bhavan Cultural Centre today (July 17, 2023). Speaking on the occasion, the President said that philanthropy has been considered the most important human value in Indian tradition. She was happy to note that the Indian Red Cross Society has been serving people for more than 100 years. She added that the Red Cross has shown its commitment

through relief work during the natural disasters and health emergencies. She appreciated all the members and volunteers of the Society for their dedication and service to humanity. She said that their dedication, compassion and selfless spirit towards human service inspire others. She expressed confidence that the Indian Red Cross Society would continue to work for the welfare of humanity. The President was happy to note that the Indian Red Cross Society is meeting

about 10 percent of India's blood requirements through more than 100 blood donation centres and mobile campaigns across the country. She said that the Indian Red Cross Society is playing an excellent role by safely collecting blood for those in need and promoting the culture of voluntary blood donation. She urged members of the Red Cross Society to work for removing misconceptions related to blood donation, and to connect people, especially the youth, with this noble social cause.

## Heavy Rains To Lash Some Odisha Districts During Next 24 Hours

**Bhubaneswar(KCN):** Due to a Monsoon Trough and under the influence of a Low-Pressure Area formed over North Interior Odisha, light to moderate rain or thundershower is very likely to occur at most places over the districts of Interior Odisha and at many



places over the districts of Coastal Odisha. India Meteorological Department (IMD) regional centre today issued Yellow Warning for the next five days. In its mid-day bulletin, the IMD regional centre mentioned, "Southwest monsoon has been active over Odisha. A cyclonic

circulation is likely to form over Northwest Bay of Bengal within 48 hours."

The highest maximum temperature of 32.8°C was recorded at Paralekhmudi and the lowest minimum temperature of 18.5°C was recorded at Boudh in the plains of Odisha.

## Mango Processing Unit To Come Up At Odisha's Kashipur

**Bhubaneswar(KCN):** Odisha Rural Development and Marketing Society (ORMAS) in association with the district administration will set up a mango processing unit at Kashipur block in Rayagada. The unit will prepare juice, squash, jam, pulp and candy from the locally produced mangoes, sources said. "The state government has sanctioned a mango processing unit at Kashipur. We will form a trust and register it with the appropriate authorities to begin the



3,000 hectares of land. The block produces around 10,000 tonne mangoes annually. However, most of the farmers sell their mangoes at throwaway prices to middlemen. The middlemen pocket huge sums by selling the mangoes to big traders in and outside Odisha at high rates, sources said. "The mango processing unit at Kashipur will ensure better returns to the farmers," said the ORMAS official.

## OSA organized Panel Discussion on Odisha Public Library Vision 2024

### 5T Spirit For Accelerating the Modern Public Library Infrastructure Development In Odisha

**Chicago, USA(KCN)**: The Odisha Society of the Americas(OSA)'s 54th annual convention has been concluded in Chicago, USA with many socio-cultural activities, and seminars. A panel discussion on "Odisha Public Library Vision 2024: 5T Spirit For Accelerating the Modern Public Library Infrastructure Development In Odisha" was organized during this convention at local time 7:30AM. Shri Ashwini Patra, Honorable Minister of Culture, Shri Pradeep Amat, Honorable Minister Panchayat Raj (P R) / I P R department, and Shri Dilip Routrai, Director of Culture/Odisha Parivar were the key panelists from Govt of Odisha. Shri Tushar Kanti Behera, Honorable IT Minister, Shri Manas Panda, Special Secretary to Govt of Odisha and Managing Director of Odisha Computer Application Center(OCAC), and Shri Sushil K Lohani, Principal Secretary PR department, could not join due to some emergency duties.

The Panchayat Raj Minister Sri Amat announced that Sarpanchs do have the

funds to establish the public libraries in every Grama Panchayat of Odisha. He shared the steps being taken by his administration to have the establishment of public libraries in every GP of Boudha district. Minister Culture Sri Patra shared the role of public libraries for development of Odisha. The Director Culture Sri Routrai announced that a single library directorate will be established soon to bring all public libraries under a single umbrella and work has already started and cabinet approval is pending. He said a directive has been given to make the remaining 13 district libraries operational and library building will be rented for use where library building does not exist. He announced that the OSA supported rural model public libraries in Kulida GP, Basta block, Balasore and Baghada GP, Suliapada Block, Mayurbhanja will be operational soon with skilled staffing support from the culture department. He also mentioned the support of CM Sri Naveen Pattnaik for OSA's public library Initiative and enforcement of CM's 5T vision.

**Key Developments**  
- Funds available with Sarpanchs to open rural public libraries: Panchayat Raj Minister  
- Steps taken to bring all public libraries under Public Library Directorate: Director Culture  
- Remaining 13 district libraries will be operational soon: Director Culture  
- OSA supported rural libraries in Balasore/ Mayurbhanj operational soon: Director Culture  
The webinar was moderated by Dr. Ajaya K Mohanty, co-chair OPLI and Sri Prasant Bhunya, OPLI board member. The president of OSA Sri Gyana Ranjan Pattnaik welcomed the guests. A video was played on the acute need of modern public libraries in various parts of Odisha, challenges in internet

infrastructure and the potential impact with establishment of modern public libraries in Odisha. Many students/ youth from Bhadrak, Jajpur, Sonepur, Cuttack, Malkangiri and many districts have participated in the interview. It may be noted that recently the Berhampur administration decided to increase the e-library capacity and services after the UPSC(IAS) rank holder Sri Durgaprasad Adhikary publicly credited the Berhampur e-library for his success.

OSA Public Library Initiative(OPLI) chair Sri Nishikanta Sahoo briefed about Odisha Public Library Vision 2024 and appealed to the panelists for fast track implementation of public library laws/PR dept. circulars on GP libraries with the spirit of CM's

that many developed states in India like Karnataka, Kerala, Tamilnadu etc have excellent digital public library infrastructure. In Jamtara district of Jharkhand, infamous for backwardness and crime, the DM Sri Faiz established 100 libraries in 150 days using pre-existing buildings. In 2022, Govt of India directed all state heads to follow the Karnataka public library model. He also appealed to follow International standard public libraries as a reference model to make the state public library truly World Class. Sri Sandip Dasverma said to leverage Rajiv Gandhi Seva Kendras in every GP while establishing the libraries.

Sri Lalatendu Mohanty, OPLI board member in his closing remarks appealed to fund the public libraries and bring more public awareness on the impact of public libraries. Mrs Leena Mishra, president elect OSA thanked all the panelists and participants. OPLI Board members Sri Sandip Dasverma, Mrs Kuku Das, Mrs Nalini Pattnaik, Lead Odisha Library Network(OLN) members Sri Pranab Pani, Mrs Vedarata Dash,

Development Goals(SDGs)  
12. Mo-Library Program  
The OPLI was started with the vision to develop a well-integrated modern public library system in Odisha/India to empower individuals, build a stronger community and improve the educational, cultural & socio-economic system. The OPLI has been advocating for establishment of Information and Communication Technology (ICT) enabled Public Libraries that will function as Resource Center for Information, Knowledge, Skill Development and Community Welfare. The OSA Public Library Model is designed to provide the following services  
1. Computer Center with Broadband Internet  
2. Internet-Audio-Video enabled Community Center  
3. Reading Room  
4. Skilled and Knowledgeable Staff  
5. Library Activities/ Seminars/Workshops  
6. Library Process Automation  
7. Civil Society Members in Library Management





Secretary to CM (5T) Shri VK Pandian during his visit to Deogarh District

## Award For OSAM Board



**Bhubaneswar(KCN):** Odisha state Agricultural Marketing Board (OSAM BOARD) is the SKOCH AWARD 2023 winner for eNAM in Silver Category Agriculture. OSAM Board under Cooperative department has achieved a new height in the cooperative sector with successful on boarding of all 66 Regulated Marketing Committees (RMCs) of the State in the e-NAM portal.

Odisha has left many agriculturally advanced States in the country far behind and has achieved the unique feat of 100 percent onboarding of its agricultural markets under all RMCs. Under the visionary leadership of Chief Minister Naveen Patnaik, Cooperation Minister Atanu Sabyasachi Nayak the team cooperation achieved the milestone, which will immensely help the farmers of the

State. with the aim to link all the buyers and sellers of agricultural produce, virtually, through the APMCs (Agricultural Produce Marketing Committees)/ Regulated Market Committees (RMCs).

With only 10 RMCs in the e-NAM platform in the year 2017, Odisha has left many agriculturally advanced states in the country far behind and has achieved the unique feat of 100% onboarding of its agricultural markets under all RMCs. In moving one step further, the Department has onboarded 401 Farmer Producer Organisations (FPOs) to the Agri-Marketing platform. About 400 Women Self Help Groups (WSHGs) as members of these FPOs, can now reap the benefits of this online platform in marketing of their produce. Further, to

boost agricultural marketing, the Cooperation Department has initiated a project on Agri Marketing Network linking all 66 RMCs, 43 Krushak Bazars, 76 Municipal Markets including 800 FPOs and WSHGs. Further OSAM Board has entered into an agreement with the Agri-Business Incubator wing of International Crop Research Institute for Semi-Arid Tropics (ICRISAT), an international organisation notified by the United Nations and Government of India.

Minister, Sri Nayak has congratulated the OSAM Board & Team Cooperation for the award and hoped the team will continue with same zeal & enthusiasm in maintaining transparency in accordance with 5T mandate of Governance for the benefit of farmers of the State.

## Odisha school students walk to Collector's office over teacher shortage



**Baripada(KCN):** Fed up with the administration's apathy, some 300 students of Subarnarekha Project High School on the outskirts of Baripada city in Mayurbhanj district embarked on a strenuous journey of walking to the district Collector's office on Monday.

While the students were going to the Collector's office to press for their demand for teachers, they were stopped midway by the Sub Collector, the

tehsildar and other officials. After much persuasion, the miffed students returned to their school.

Sources said Subarnarekha Project High School has over 300 students studying in Class I to X. Surprisingly enough, there are only three teachers who are managing the show. The villagers, parents and students had taken up the teacher shortage issue with the district administration on several occasions.

However, it is alleged that nothing had been done to fill up the vacant teacher posts.

With no option left, the students today decided to walk to the district Collector's office. On being informed, the Sub Collector, the tehsildar, additional SP and officers of the education department rushed to the spot and stopped the students on the road.

Upon learning about their demand, the officials managed to pacify the students and

persuade them to return to their school.

"I am a Class X student. The teacher shortage has affected our studies. While our examination is approaching, our syllabus is not complete," rued a student.

"There are three to four teachers in our school. So our study has been neglected. Our FA 1 examination is coming. If the syllabus is not completed before the examination, what will be our results?" said a girl student.

## Will Fight 2024 Poll: Chiranjib



**Bhubaneswar(KCN):** Veteran Congress Stalwart Chiranjib Biswal, who was recently suspended from Congress, today made it clear that he will fight the 2024 Assembly elections.

Speaking to media persons for the first time after suspension, Shri Biswal said, "I will definitely fight the 2024 polls. I may fight as independent candidate or from any other political party." However, he did not disclose whether he will join any other party.

Without naming anybody, Shri Biswal very strongly criticised the Odisha Congress leadership, especially the State President Sarat Pattanayak for his suspension.

Stating that he is a disciplined member of the Congress, the ex-MLA said he felt hurt due to the suspension.

"If the Congress leadership thinks that they can achieve na ru nabe (nine to 90) in the next Assembly election with my suspension, I welcome them," he said.

"I have suggested for early declaration of candidates, at least one

year ago, so that they can get time to give for the election. I have worked to strengthen the Congress party and the media are the witness to it. If congress people are not ready to tolerate the golden era of JB Patnaik and Basant Kumar Biswal, then what message will we give to the voters to attract our side," he said.

If the Congress leadership is thinking that for my seminar, the vote share of Congress reduced to around 4,000 votes in Jharsuguda by-poll, then why did the vote percentage of the party come down in Dhamnagar and Padampur by-polls and who is responsible for it? he asked.

Congress had got around 16% votes in 2019. After that five by-polls were

held and the party candidate got only 3 to 4 percent of votes except Tirtol by-poll in which the party's vote share increased from 16% to 18%, Shri Biswal pointed out.

"In 2022, urban by-polls were held and in the coastal area, Congress won only in Jagatsinghpur municipality. If speaking the truth is a crime, then I have committed the crime," the former MLA said.

"If we will work for personal gain holding positions, then the Congress party will never grow. I have suggested to induct new youth faces in the party and strengthen the party at grassroots level and reach out to the people with the developmental works undertaken during

JB Patnaik and Basant Biswal time," he said slamming the state leadership.

Shri Biswal said the thousands of Congress workers and supporters will decide whether his suspension will have any impact on the party or not.

"Despite strong waves in favour of the BJD, I won the Assembly elections in 2004 and 2014. Those who are making a conspiracy against me, have not won a single election in the past 25 years. Though they have fought elections, never won a single one. Even they lost deposits in the election," he said, pointing towards Sarat Pattanayak.

"In the constituencies and districts, where the Congress has a strong base, conspiracy is being made to divide the party in those districts. Do we need to unite the Congress family or work to divide it?" he further asked. He also questioned under whose direction the party is taking such decisions. Shri Biswal urged all Congress workers and activists to unite to fight against the conspiracy and save the party.

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# Rocky aur Rani Kii Prem Kahaani: Karan Johar Drops Ranveer-Alia's Goofy BTS Video



Filmmaker Karan Johar on Sunday shared the bloopers of 'What Jhumka' song shoot from romantic-comedy film 'Rocky aur Rani Kii Prem Kahaani' featuring Alia Bhatt and Ranveer Singh. Taking to Instagram, Karan posted a fun BTS video. Sharing the video, he wrote, "Jhumkas, thumkas, laughs, bloopers and so much more - all right here!!!#WhatJhumka song is out now so show us your moves too!!!"

In the video, Ranveer is seen spreading his energy on the sets and having fun banter with Alia and Karan. But caught the attention was Alia's laughter at Ranveer's antics. In one of the clips, the 'Ram-Leela' actor could be seen having fun during his dubbing session.

Recently, the makers

unveiled the second track of the film 'What Jhumka'. Sung by Arijit Singh and Jonita Gandhi the song is penned by Amitabh Bhattacharya and features Ranveer and Alia. The song also had few

lines from the iconic track 'Jhoomka Gira Re Bareilly Ke Bazaar Mein'. Starring Ranveer Singh, Alia Bhatt, Dharmendra, Jaya Bachchan, and Shabana Azmi in the lead roles, the film is set to hit the

theatres on July 28. The trailer took us into the lives of Rocky Randhawa and Rani Chatterjee, whose lifestyles are diametrically opposed. While Rocky is a Punjabi lad from a wealthy

Punjabi family, Rani comes from a Bengali household where knowledge and intelligence are valued above all else. And they fall in love but soon the couple realizes that their families don't like each

other. Then Rocky and Rani decide to 'switch' and live with each other families to impress them. 'Rocky Aur Rani Kii Prem Kahaani' promises to be a wholesome, big-screen entertainer, blending Johar's storytelling finesse with an impressive ensemble cast, grandeur and music. There were also many scenes of the two romancings and fighting, celebrating all kinds of festivals with their families, and possibly a wedding.

'Rocky Aur Rani Kii Prem Kahaani' marks Karan's return to director's chair after over six years. The film marks Ranveer and Alia's second collaboration after their hit film 'Gully Boy'. Apart from this, Karan announced a next project in collaboration with Vicky Kaushal.

## Sunny Deol-Starrer 'Gadar 2' New Song 'Khairiyat' To Be Out Soon



After dropping a new poster, makers of the upcoming period action film 'Gadar 2' are set to unveil the next song titled 'Khairiyat' soon. Taking to Twitter, director Anil Sharma shared a still of Sunny Deol along with details of the upcoming track. He wrote, "Har taraf viral phela hua hai .. mausam ki hava badli hui hai .. isi liye ishwar se sabke 'KHAIRIYAT' ki duayein maang raha hoon... toh Milte hain jaldi h .. i @singhMithoon@SaqibQuadri #gadar2 ke naye geet ke saath.. jiska sabko hai besabri se intzar .. @ammyd@meshpt@ikannu" 'Khairiyat' is composed by Mithoon, written by Saeed Quadri and

beautifully sung by Arijit Singh. In the still, Sunny Deol can be seen lost in his thoughts. On Thursday, Zee Studios shared a new glimpse of Sunny's character in the movie. In the poster, Sunny can be seen donning an intense avatar by

holding a giant wheel instead of handpump. The post caption read, "Jab baat parivaar aur desh par aaye, toh Tara Singh ke saamne koi bhi dusman na tik paaye! #Gadar2 aa rahi hai bade parde par lagane iss Independence Day! Cinemas mein 11th

August se." Helmed by Anil Sharma, 'Gadar 2' film stars Sunny Deol, Ameesha Patel and Utkarsh Sharma in the lead roles. Bringing back the magic and nostalgia of Tara and Sakina's love story, the makers rearranged the

iconic chartbuster, 'Udd Jaa Kaale Kaava'. In no time the song started trending across various social media platforms and garnered tremendous love and appreciation from the fans. The song is choreographed by highly skilled, Shabina Khan.

The original song was sung by music maestros Udit Narayan and Alka Yagnik, the new version of the song is recreated and rearranged by Mithoon. 'Udd Jaa Kaale Kaava' was initially composed by Uttam Singh and the lyrics were penned by Anand Bakshi. The teaser of 'Gadar 2', hints that the story

begins right from where the story ended in 'Gadar: Ek Prem Katha' and the fans could also hear a sad version of the song 'Ghar Aaja Pardesi'. The film's portrayal of the partition of India and its impact on people's lives struck a chord with the audience.

The epic tale of patriotism, love and sacrifice of Tara and Sakeena broke multiple records back in 2001. Now, the makers are all set to entertain the audiences with the film's second instalment.

'Gadar 2' will have a big Bollywood clash with Akshay Kumar's 'OMG 2' and Ranbir Kapoor's 'Animal'.

## 5 Films That Emphasise POCSO Act, Highlight Grey Side Of Humanity



Narratives around sexual assault are no stranger to the audience, they depict the ugliness of human greed and selfishness. However, there are films that continue to haunt you even after you finish watching them. Films like 'Sirf Ek Bandaa Kaafi Hai' or 'Kahaani 2' portray horrific tragedies which not only give shivers but also open floodgates to discussions and debates. These films paint a realistic picture of the justice process. Although loaded with repulsive scenes, they act as a powerful tool for social change providing relief to the victims and their families. While POCSO act safeguards the interest of minors, films like these justify the provisions of the act creating awareness about under-reported crimes and abuse.

Let's have a look at such films which bring forward the POCSO act and reign supreme due to their unapologetic storytelling:

1. Sirf Ek Bandaa Kaafi Hai [ZEE5]  
Inspired by true events, 'Sirf Ek Bandaa Kaafi Hai' [ZEE5]

'Hai' is a courtroom drama directed by Apoorv Singh Karki, starring Manoj Bajpayee in and as lawyer P.C. Solanki. It is the story of an ordinary man - a high court lawyer who single-handedly fought an extraordinary case against the country's biggest god man and successfully ended up prosecuting him for the rape of a minor under the POCSO act. The film educates the audience about the POCSO [Protection Of Children from Sexual Offenses] act while the trial for justice continues in the courtroom. Through Nu's case of sexual assault, it highlights the key features of the act and the legal framework. 'Sirf Ek Bandaa Kaafi Hai' will surely make you aware of a few facts that were not known to you.

2. Kahaani 2: Durga Rani Singh [ZEE5]  
Kahaani 2 revolves around a woman named Vidya Sinha and her daughter Mini. Vidya works as a school librarian in a small town and leads a seemingly

ordinary life. However, their lives take a dark turn when Mini goes missing. As the investigation unfolds, it is revealed that Mini has been kidnapped and is being held captive. Vidya, determined to find her daughter, teams up with a police officer, Inderjeet Singh. As they dig deeper into the case, they uncover a shocking truth - Mini has been sexually assaulted. They encounter various challenges and obstacles as they navigate the legal system and fight for justice, exposing the grey side of humanity at the same time revealing the harsh realities faced by innocent children.

Through Vidya's journey the film delves deep into the POCSO act.

3. Am I Next [ZEE5]  
'Am I Next' is a heart-wrenching tale of a 14-year-old teenage rape survivor Honey Kohli's court battle for justice and the right to abortion. It has layers such as media sensationalism, a dishonest defense lawyer and the rapist Aman's father trying to brush off the matter. The story raises ethical questions about why the survivor must pay the price and is a momentous expression of hope for society. The film explores the legalities of a minor rape victim's right to abortion and the POCSO act.

4. Mardaani 2 [Amazon Prime Video]  
Mardaani 2 is set in Kota, Rajasthan where a series of brutal rapes and murders shake the city. It revolves around Superintendent of Police Shivani Shivaji Roy who takes on a challenging case of finding a serial rapist targeting young girls. The film tackles the issue of brutal crimes against women as Shivani is determined to catch the perpetrator and bring him to justice. She faces various hurdles in her pursuit including societal apathy and the challenging nature of the case. The film serves as a wake-up call, urging society to be vigilant and proactive in protecting children from sexual offences while highlighting the provisions under the POCSO act.

5. Highway [Disney+ Hotstar]  
The film centers around the kidnapper (played by Ranveer Hooda) and his hostage (played by Alia Bhatt) as they bond over similar histories of child abuse - sexual and physical - at the hands of close family figures. The film leads to a moving denouement where the female protagonist confronts her abuser. It scores in showing how trauma operates in subtle, long-lasting ways, and how emotional support can provide strength to survivors and help them confront both their abusers and their trauma. The film delves into the sexual assault of the minor and the emotional damage it leaves on them. Watch these compelling stories all set to give you goosebumps!

## Sustainable Synergy: Balancing Population and Consumption for Harmony

Prof (Dr.) S N Tripathy

  
Currently, the population of India is estimated to be over 1.4 billion people, accounting for approximately 18% of the global population. India's population density varies widely across regions, with more densely populated areas concentrated in urban centres and less populated regions in rural areas. India's population growth rate has been decreasing over the years due to various factors, including improvements in healthcare, family planning efforts, and increasing urbanization. However, despite the declining rate, India still adds a significant number of people to its population every year. Balancing population growth and sustainable consumption is a critical task that requires concerted efforts from governments, businesses, and individuals. The country's population density varies significantly, with densely populated urban centres and

sparingly populated rural areas. The adverse impact of high population growth:

The detrimental impact of population growth is amplified by urbanization and migration to cities, which further compound the challenges associated with a rapidly expanding population. The consequences of this exponential population growth manifest in the form of unsustainable consumption patterns that have far-reaching implications. As the population swells, there is a corresponding surge in the demand for vital resources, energy, and consumer goods. Consequently, this surge in population-driven demands translates into escalated levels of consumption of goods and services, resulting in the generation of excessive waste and pollution.

The ramifications of unchecked consumption are particularly severe as they strain finite resources like water, energy, and raw materials. This strain places immense pressure on India's already vulnerable natural resources and ecosystems, ultimately leading to

environmental degradation. The unrestrained consumption practices, characterized by excessive resource utilization, contribute significantly to climate change, loss of biodiversity, deforestation, and pollution. These detrimental consequences of unsustainable consumption extend beyond ecological systems, affecting human populations as well. Climate change, exacerbated by such consumption patterns, gives rise to extreme weather events, rising sea levels, and the loss of vital habitats, jeopardizing both ecosystems and human well-being.

India's burgeoning middle class, with its increasing purchasing power, has played a pivotal role in fostering a culture of overconsumption. This culture perpetuates a higher carbon footprint, as well as the generation of excessive waste and pollution. The rising aspirations of the middle class, coupled with the accessibility of consumer goods, have contributed to unsustainable consumption practices that exacerbate environmental

challenges.

Sustainable Consumption (SC) for Greener Economies: Rapid population growth and unsustainable consumption are interlinked challenges that impact the environment and economic development. Unsustainable patterns of consumption and production have been declared the primary cause of environmental deterioration. This was clearly recognized already at the United Nations Conference on Environment and Development (or the Rio Summit) in 1992, and this recognition has been reconfirmed in all high-level sustainability meetings since then. SC aims to change these patterns; it is a policy agenda for addressing the root causes of our ecological predicament while, at the same time, providing for human well-being and prosperity.

Sustainable development (SD) is still a convincing concept if the original definition is taken, avoiding the confusion caused by partisan interests reinterpreting the concept. Focusing on human needs fulfilment and respecting environmental limits

can still guide strong, sustainable consumption. Green economy/green growth, on the other hand, is a new terminology for what has been known in the last 40 years as ecological modernization. It is indeed overdue, but with its focus on efficiency and innovation, it cannot guarantee to fulfil the Brunel and sustainability criteria. Special attention is given to how SC in the Sustainable development goals (SDGs) can create synergies with other international policy initiatives. Inequity, which can be viewed as unsustainable, has indirect negative implications for sustainability. High or increasing disparities within a society can trigger social tension, unrest, and even violence. Wide gaps between the rich and the poor can also drive excessive consumption of positional goods, which are used to signal social status. However, Citizens in less unequal societies have been found to have less need for this type of consumption since social status is reflected in other ways than through material consumption.

An inclusive green economy is rooted in evidence and employs interdisciplinary approaches. It integrates knowledge from diverse fields such as science, economics, and local knowledge to inform decision-making and develop adaptive strategies. It relies on integrated, collaborative, and coherent institutions that operate horizontally across sectors and vertically across governance levels. These institutions should have the capacity to fulfil their roles effectively and efficiently while being accountable to the public.

Public participation, prior informed consent, transparency, and social dialogue are essential in all institutions, including public, private, and civil society. The involvement of diverse stakeholders ensures that decisions are inclusive, representative, and responsive to societal needs.

Institutions involved in the green economy should prioritize democratic accountability and freedom from vested interests. This helps prevent undue influence and ensures that decisions are

made in the best interests of society. Promoting local empowerment and decentralized decision-making is crucial for effective natural system management and local economic growth. However, it must be accompanied by centralized standards, procedures, and compliance systems to maintain consistency. Transitioning to a green economy necessitates a financial system aligned with sustainable development goals, prioritizing societal well-being and safe operations. This system should direct investments towards environmentally friendly and socially responsible activities while fostering innovation and sustainable long-term growth. Despite its challenges, transitioning to a green economy is essential for addressing environmental concerns, promoting social equity, and achieving the SDGs.

**Policy Paradigms: Achieving Balance for a Sustainable Future:**

India's pursuit of equilibrium between its burgeoning

population and sustainable consumption holds the key to a greener, more prosperous future. To attain this delicate balance, governments and businesses must champion responsible consumption, implementing policies and incentives that foster circular economy models. Embracing the concept of reuse, repair, and recycling can mitigate waste generation and resource depletion. Furthermore, public awareness campaigns are vital in reshaping consumer behaviour towards eco-friendly choices. Simultaneously, addressing population growth through family planning, education, and healthcare access can stabilize numbers, with women's empowerment proving pivotal in lowering birth rates. In this global endeavour, collaborative efforts guided by international agreements like the United Nations SDGs prioritize the harmonization of human needs and environmental preservation.

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

## Global Multidimensional Poverty Index 2023: Unstacking global poverty, Data for high impact action

Pradeep Kumar Panda

  
The Global Multidimensional Poverty Index 2023 was released by the United Nations Development Programme (UNDP) and the Oxford Poverty and Human Development Initiative. According to the report, 415 million people came out of poverty in India within 15 years between the years 2005-2006 and 2019-2021, with incidence falling from 55.1 per cent in 2005-2006 to 16.4 per cent in 2019-2021.

The report finding shows that 25 countries, including India, successfully halved their global MPI values within 15 years, which shows that rapid progress is possible. These countries include

Cambodia, China, Congo, Honduras, India, Indonesia, Morocco, Serbia, and Vietnam. In 2015, the 2030 Agenda for Sustainable Development and Sustainable Development Goal (SDG) 1 set out to overcome the greatest global challenge: ending poverty in all its forms. At the midpoint to 2030, people's lives continue to be battered in multiple ways simultaneously. Globally, an array of challenges impedes poverty reduction—widely spread inequality, political instability and conflict, a climate emergency, COVID-19 pandemic recovery, and cost of living and other crises. There are both commonalities and specifics that cloud the way for each country.

The global MPI is the only counting-based index that measures overlapping deprivations for more than 100 countries

and 1,200 sub-national regions and offers a key perspective on SDG 1, while encompassing indicators related to other SDGs. The global MPI can be pictured as a stack of blocks, each of which represents a deprivation of a poor person. The goal is to eliminate deprivations so the height of the stack declines.

This report presents a compact update on the state of multidimensional poverty in the world. It compiles data from 110 developing countries covering 6.1 billion people, accounting for 92 per cent of the population in developing countries. It tells an important and persistent story about how prevalent poverty is in the world and provides insights into the lives of poor people, their deprivations and how intense their poverty is—to inform and accelerate efforts to end poverty in all its

national region, age group and rural-urban area illuminates striking inequalities within countries and reveals what groups are being left behind. Over half (566 million) of the 1.1 billion poor people are children under age 18. Some 54.1 per cent of poor children live in Sub-Saharan Africa, making poverty reduction for these 306 million children a vital focus for the region. South Asia is home to 177 million poor children, or 31 per cent of poor children. Across 110 countries 27.7 per cent of children are poor, compared with 13.4 per cent of adults. This situation calls for unflagging engagement in reducing child poverty.

Almost 84 per cent of poor people live in rural areas, and rural poverty dominates in every world region. Rural-urban disparities are glaring in South Asia, where

nearly 340 million (87.5 per cent) poor people live in rural areas, compared with 49 million (12.5 per cent) in urban areas. While urban poverty is serious and household surveys may need to do better at capturing it, most poor people live in rural areas.

To end poverty in all its forms, the interconnected deprivations that poor people experience need to be addressed to reduce the intensity of poverty and thereby empower poor people to exit poverty. Recall that people living in multidimensional poverty ordinarily experience multiple deprivations simultaneously.

Breaking the global MPI down by indicator reveals which overlapping deprivations are the most widespread. Across 110 countries 824-991 million of the 1.1 billion poor people lack adequate sanitation, housing or cooking fuel.

More than half of

poor people are deprived in nutrition, electricity or years of schooling. The number of poor people deprived in nutrition is similar in South Asia and Sub-Saharan Africa (around 245 million). Almost 80 per cent of poor people who lack access to electricity—444 million—live in Sub-Saharan Africa and are being left behind in an increasingly digital world. In all regions except Europe and Central Asia, around half of poor people live in a household where no member has completed six years of schooling, making this a vexing cross-regional issue.

Multidimensional metrics complement monetary poverty metrics by measuring non-monetary deprivations. Multidimensional poverty using the global MPI is often more widespread than extreme monetary poverty. In 42 of the 61 countries with data, the incidence of multidimensional poverty is higher than the incidence of extreme monetary poverty, measured by the World Bank at \$2.15 a day. In Chad, Guinea and Mali the incidence of multidimensional poverty is 50 percentage points higher than that of monetary poverty, but in Malawi the incidence of monetary poverty is 20 percentage points higher than that of multidimensional poverty.

Special focus is needed on the poorest places and groups, many of which are in Sub-Saharan Africa. By using these data on MPI values, the proportion of poor people, the intensity of their poverty, the number of poor people and indicator composition, many actors can concentrate on the multiple deprivations that batter poor people's lives—and reduce a cut multidimensional poverty.

**Economist, Bhubaneswar**

## 6 Killed In SUV-Truck Collision In Madhya Pradesh's Sagar: Police

**Sagar, Madhya Pradesh:** Six people were killed after an SUV they were travelling in collided head-on with an oncoming truck in Madhya Pradesh's Sagar district on Sunday, the police said.

Officials said that the accident took place near Sanodha Jatashankar Valley in Sanodha police station area.

"There were seven people in the car at the time of the accident. Four of them died on the spot, while two others were declared dead at the hospital. One of the injured is being treated at the hospital," SPA Bhishesh Tiwari told ANI.



"The truck driver has been identified, and efforts are being made to arrest him," he said. According to police, the car was going towards Gadhakota from Sagar while the truck was coming from Gadhakota towards Sagar. Following the impact, the Pajero was blown away. The truck

collided with a neem tree which was uprooted and broken.

Sub-divisional police officer Ashok Chaurasia Makronia, Chief Superintendent of police Shekhar Dubey, police station in-charge Ajay Shakya Baheria and Divya Prakash Tripathi reached the spot following the accident.

Earlier, on Thursday, five persons were killed and 14 people were injured after a truck barged into the other truck carrying victims at GT Karnal road. Police said that the offending truck crossed the central divider of GT Karnal road and rammed into truck carrying Kanwar yatrins who were going to Haridwar. Police said that the accused driver has been arrested in this case. "The accused has been identified as Pappu Kumar a native of Kannauj in Uttar Pradesh," an official statement said.



he Minister of State (Independent Charge) for Science & Technology, Prime Minister's Office, Personnel, Public Grievances & Pensions, Atomic Energy and Space, Dr. Jitendra Singh accompanied by senior officers going around to inspect various facilities at newly constructed state-of-the-art Wellness Centre at Mantalai, in Udhampur

## "Protection Of Dynastic Alliances": BJP Chief's Swipe At Opposition

**Jaipur:** BJP president J P Nadda charged on Sunday that opposition parties were in the process of forming an alliance to "protect" their dynastic politics and that the UPA of Congress stood for "utpidan, pakshpat and atyachar" - oppression, favouritism and atrocities.

The proposed coalition is not a "Patriotic Democratic Alliance" but a "Protection of Dynasties Alliance", he said.

Calling the Congress a party of "mother-son-daughter", Nadda said its government in Rajasthan is setting new records of corruption and has no right to be in power even for a minute.

Addressing a rally after launching the BJP's "Nahi Sahega Rajasthan" campaign against the Congress government, he targeted the United Progressive Alliance (UPA) led by the Congress and said, "UPA of Congress stands for 'utpidan, pakshpat and atyachar'." Whereas the NDA (National Democratic Alliance) government led by Prime Minister Narendra Modi is working with the mantra of 'sabka saath,

sabka vikas, sabka vishwas and sabka prayas', he said.

Nadda said that these days the opposition parties have started saying a new thing, PDA or Patriotic Democratic Alliance.

"...I call PDA the Protection of Dynasties Alliance...it is a way to protect dynastic politics," he said.

"All these people join the alliance to save their families while Modi works to take the country forward. We should understand this difference," he said.

After more than a dozen prominent opposition parties resolved to take on the BJP unitedly in the 2024 assembly polls at their meeting in Patna last month, some reports claimed that their proposed coalition could be called "Patriotic Democratic Alliance" (PDA).

Nadda named parties such as the JDU and the Samajwadi Party and said these were parties of dynasts and cannot give anything to each other.

He termed the Congress a party of "mother-son-daughter" and said that except them, all other leaders of the party



including Rajasthan Chief Minister Ashok Gehlot were on "contract" while former deputy CM Sachin Pilot was on "sub-contract". At the event in Jaipur, Nadda launched the party's poll campaign -- 'Nahi Sahega Rajasthan' -- to oust the Congress from power in Rajasthan. Assembly elections are due in the state by the year-end. This campaign will be run in the entire state. Nadda launched the campaign and a theme video which highlights crime against women, the murder of Kanhaiya Lal in Udaipur communal riots and other issues. He also released a "Fail Card" of the Congress-led state government. He targeted the state government saying that it loots and tortures people and has broken all records of atrocities against Dalits, tribals, women, children and the poor.

"It has no right to be in power even for a minute," he said. He said that encouraging corruption and creating new records of corruption is the character of the Ashok Gehlot government in Rajasthan. He charged that the Congress government in the state has worked towards demolition of houses of refugees from Pakistan with bulldozers for its vote-bank politics. Nadda said that crime has increased under Congress rule and women are not safe. He said that the Gehlot government has broken all records of corruption, appeasement politics was at its peak and all sections of society are distressed under the Congress rule. The BJP chief called upon the people to defeat the Congress in the upcoming

elections and form the BJP government to bring development in the state. He also highlighted the achievements of the Narendra Modi government.

In the programme,

he also met the widows of paramilitary jawans Manju Jat and Madhubala who were killed in the Pulwama terror attack. The widows had protested against the Congress government in March this year over their various demands.

Leader of opposition Rajendra Rathore also targeted the Ashok Gehlot-led Congress government over the rape and murder of a girl in Karauli recently, murder of tailor Kanhaiya Lal in Udaipur last year, and rape and murder of a Dalit girl in Bikaner's Khajuwala and other incidents.

Referring to the "Nahi Sahega Rajasthan" campaign, he said that Rajasthan will no longer tolerate such incidents.

Former chief minister Vasundhara Raje, BJP state president C P Joshi, deputy leader of opposition Satish Poonia also addressed the programme.

The ministry said international cheetah

health, and related interventions for the cheetahs, the ministry said. Male cheetah Suraj, translocated from South Africa, died at the Kuno National Park (KNP) in Madhya Pradesh on Friday, while another translocated male cheetah, Tejas, died on Tuesday.

Some experts on the cheetah project said that some recent deaths could possibly be due to an infection caused by radio collars even though that is highly unusual and collars have been used in wildlife conservation in India for over two decades now.

Other experts, however, said only the post-mortem report will help to determine the exact cause.

Rajesh Gopal, the head of the cheetah project steering committee, said the reason for the cheetahs' death could be septicemia from the radio collars.



experts and veterinary doctors from South Africa and Namibia are being consulted to probe the cheetah deaths. The project's monitoring protocols, protection measures, managerial inputs, veterinary facilities, training, and capacity building aspects are also being reviewed by independent national experts, it said. It said the Centre's Cheetah Project Steering Committee is closely monitoring the project's progress and has expressed satisfaction with its implementation. The government has deployed a dedicated team from the National Tiger Conservation Authority (NTCA) to work closely with field officials. This team is responsible for analyzing the real-time field data collected by monitoring teams to make informed decisions regarding management,

## Eye On 2024 Goals, Congress Blinks In Face-Off With AAP On Delhi Ordinance



Narendra Modi's BJP in next year's national elections - the AAP had sharply criticised the Congress. "The Congress' hesitation and refusal to act as a team player will make it very difficult for the AAP to be a part of any alliance that includes the Congress," a statement from the party read.

The central government's move on May 19, to issue

his party block the move in the upper house of parliament. With the Congress's Delhi unit strongly against the party backing the AAP, the Congress softened its stance only on Saturday, stating its commitment to oppose any affronts to the constitutional rights of state governments. However, there was no direct reference to the Delhi ordinance. The party's top leadership, including parliamentary party chief Sonia Gandhi, discussed these matters during a parliamentary strategy group meeting in

the controversial ordinance, has been described as a "deception" by the AAP government, a way to bypass a Supreme Court verdict which gave it the control of the capital's bureaucrats. After a marathon outreach by Delhi Chief Minister and AAP boss Arvind Kejriwal, nearly all opposition parties, except the Congress, had pledged to help

preparation for the upcoming Monsoon Session of Parliament, Jairam Ramesh, Congress general secretary in charge of communications, said. The meeting in Bengaluru is expected to bring together leaders from 24 non-BJP parties, providing a platform to strategize for the 2024 Lok Sabha elections. Sonia Gandhi is also expected to join the gathering this time, which is seen as an attempt to expand the opposition alliance that currently consists of around 150 Lok Sabha members.

# SOA Scales Up Research

**Bhubaneswar(KCN) :** A multi-disciplinary Deemed to be University, Siksha 'O' Anusandhan (SOA), is looking for global collaborations to take up inter-disciplinary research in diverse fields, its Vice-Chancellor, Prof. Pradip Kumar Nanda said on Monday.

"We are collaborating with foreign and national universities while strengthening our innovation eco-system. SOA has already signed 112 MoUs with foreign and Indian universities and industries of which 39 are foreign collaborations," Prof. Nanda said while speaking at the university's 16th Foundation Day celebration here. SOA was conferred the

status of a Deemed to be University by the Education Ministry on July 17, 2007. Prof. Nanda said the Atal Incubation Mission (AIM) had approved an Atal Incubation Centre (AIC) for SOA which was meant to nurture innovative start-ups into sustainable business ventures. The AIC at SOA would focus on the fields of engineering, health science, agricultural science, environment and climate, he said.

The celebration was attended by several top academicians of the state including Prof. Pravat Kumar Roul, Vice-Chancellor of Odisha University of Agriculture and Technology (OUAT), Prof. Amiya Kumar Rath, Vice-Chancellor of Biju Patnaik University of



Technology (BPUT) and Prof. Bibhuti Bhushan Biswal, Vice-Chancellor of Odisha University of Technology and Research (OUTR). Pointing out that the National Education Policy 2020 had stressed on the concept of multi-disciplinary

education and research, Prof. Nanda said SOA belonged to a category which was similar to the proposed multi-disciplinary education and research university (MERU) unveiled by the central government. "We wish to be in this category to take forward our research program,"

he said. The progress made by SOA came in for unequivocal praise by the three Vice-Chancellors with Prof. Roul, who attended as the chief guest, hailing the university for the humanitarian effort it made by running multiple stand alone

Covid Hospitals in the state thereby saving thousands of lives.

Recalling the sowing of the first seed when the Institute of Technical Education and Research (ITER) was set up, Prof. Roul said it had developed into a full grown university for which the credit must be given to its visionary leadership. "SOA is prepared to cope with the requirements of the National Education Policy," he said.

Prof. Rath described SOA as a 'success story' saying the Deemed to be University ranked 15th in the latest National Institutional Ranking Framework (NIRF) standing while being reaccredited by NAAC with A++.

The objective of an educational institution should be to make the student a good human being, he said adding the NEP underlined the need for inculcating critical and innovative thinking skills in the student. Stating the UGC had laid down that up to 40 per cent of the courses could be taught online, Prof. Rath said it was necessary to understand the interest profile of the student.

was planting would grow into such a huge tree one day.

"The foundation he laid was strong and the motive sincere. I am proud to see the growth of this university and its unbelievable rise," Prof. Biswal said adding the high NIRF rankings SOA had obtained was because of its continuous effort and exemplary leadership.

"One day, SOA will go beyond Odisha and leave its footprints outside the boundaries of the country," he hoped. The program was compered by Prof. Jyoti Ranjan Das, Dean (Students' Welfare) while Prof. Neeta Mohanty, Dean, Institute of Dental Sciences, proposed the vote of thanks.

## Two IEDs Recovered in Vodhpura Village Of North Kashmir Kupwara District

**Kupwara Jk , (Aasif Malik):** Indian Army in a Joint operation with Handwara Police recovered two IEDs from Wodhpura Ridge near NH 701 in north Kashmir's Kupwara district.

"Based on information from a reliable source, Indian Army and Handwara Police launched a swift and well coordinated Search and Destruction Operation (SADO) Wodhpura Forest in wee hours today," an official said. He said that the operation resulted in the recovery of two sophisticated IEDs of approximately 5 and 7 kgs, concealed in the jungle area. The team immediately cordoned off the area with adequate security measures, he added. He further said that the positive identification of



IED was carried out by the Indian Army's highly trained Explosive detection team equipped with Explosive detectors and Army Dog. Further, the Bomb Disposal team executed a controlled

detonation of IEDs, rendering them safe. A thorough search operation resumed by personnel of Indian Army and Handwara Police in the general area of Wodhpura Forest for any more IEDs

or hiding militants. "No loss to life and property was reported. The prompt action by the joint team of security forces averted a major incident in the area," the official added.

## Canara Bank joined hand with organizers of "Greenathon Event"



**Bhubaneswar(KCN):** To promote Green Environment and support the awareness campaign by Walkathon, Canara Bank joined hands with

organizers of Greenathon Event. Various sessions on Yoga, avoid single use plastic and stay fit to environment was arranged during the event. This

grand event was participated by more than 1000 participants. On this occasion, Shri Jagdish Chander, General Manager

Canara Bank and other executives distributed Umbrellas among Safai Mitras. The event was very well appreciated by all sections of society.


2023-2024

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## Modicare Limited launches Blue Light Shield range under its color cosmetics brand, Urban Color London

**New Delhi:** Modicare Limited, one of India's leading direct selling companies, recently launched Blue Light Shield, a gender-neutral and efficacious skincare range to combat the harmful effects of Blue Light rays. Owing to the pandemic and the work-from-home culture, the average screen-time has significantly increased, raising concern over Blue Light's adverse effects on the skin. Since it has the ability to penetrate deeper into the skin, excess exposure to Blue Light rays can lead to a number of skin concerns, including premature ageing and hyper-pigmentation. Urban Color London's Blue Light Shield range leverages innovation and technology to offer the

consumers a 'Screeenguard' against the high energy Blue Light emitted from digital devices and provides modern day solution to the new-age skin concerns. The range comprises of a meticulously designed five-step regime—Gentle Face Wash, Resurfacing Gel Scrub, Deep Clean Coffee Masque, Reset Serum Oil and Moisturising Crème. The products have been formulated using Urban Color London's proprietary technology that neutralises effects of Blue Light rays. The hero ingredient in the range is Carotolino\* Active, a combination of Beta-Carotene, Carrot Root Extract and Carrot Seed Oil that unite in a perfect base to provide complete protection

from Blue Light rays and promoting overall skin health. The range is 100% vegan, paraben & cruelty free and dermatologically tested. Announcing the launch, Mr. Samir Modi, Founder and Managing Director, Modicare Limited said, "Our skin is constantly exposed to invisible Blue Light rays emitted from the several digital devices we use like smartphones, laptops, televisions, tablets etc. Most of us do not even know the implications of this. Blue Light tends to affect our skin's natural barrier function and accelerate signs of ageing. Keeping this in mind, we are launching Urban Color London's Blue Light Shield range. This is one of the world's best formulations.

## SpiceJet and Axis Bank launch co-branded credit card

**GURUGRAM:** SpiceJet, the country's favourite airline and Axis Bank, India's third largest private sector bank, have partnered to launch the most rewarding co-branded credit card, powered by Visa that will offer a host of privileges and benefits to customers. The card comes in two variants—SpiceJet Axis Bank Voyage and Voyage Black, and is aimed at facilitating a superlative travel experience for flyers through SpiceClub, the first frequent flyer program by a low cost carrier in India.

Through this

collaboration, the two brands hope to capitalize on the resurgent demand for travel following two years of stagnation caused by the pandemic. Further, with the shared goal of expanding their reach to Tier 2 & 3 cities and other synergies, the brands are committed to serving a much larger populace.

SpiceJet Axis Bank Voyage & Voyage Black credit cards were officially launched at Indira Gandhi International airport in the presence of Ajay Singh, Chairman and MD, SpiceJet and Amitabh Chaudhary, MD & CEO, Axis Bank,

## JSW Infrastructure begins commercial operations at Paradip East Quay Terminal in Odisha

**Paradip/ Bhubaneswar :** JSW Infrastructure, India's leading ports company and part of US\$ 13 billion JSW Group, has begun commercial operations at Paradip East Quay Coal Terminal in Odisha. This is a fully-mechanized terminal at Paradip Port Trust with an annual coal handling capacity of 30 million tons. The coal terminal has been built as a cape compliant terminal and will handle capesize vessels once the dredging at Paradip Port is completed. The terminal has capacity to unload 25 rakes per day and can load two vessels simultaneously. The infrastructure of the terminal is built to ensure higher productivity while reducing overall logistics

cost to power producers. The company has invested approximately Rs 1,300 crore to establish this terminal at Paradip Port. Paradip Port Trust awarded JSW Infrastructure to develop a fully-mechanized coal terminal on Build, Operate & Transfer basis for 30 years. Following the commissioning of this coal terminal, JSW Infrastructure's current cargo capacity crosses 150 MTPA. It aims to have a total cargo handling capacity of 200 MTPA by FY24. Commenting on its coal terminal at Paradip, Mr Arun Maheshwari, Joint MD & CEO of JSW Infrastructure said, "Paradip Port continues to be an attractive sea route for coal movement. With the

commissioning of this terminal, India can now offer cape size shipments with efficient operations. During the last few months, steam coal prices globally have witnessed sharp increase forcing thermal power plants and other coal based industry to switch to domestic coal. Start of this coal terminal has come at the right time to fill up the demand gap of domestic coal. Through high productivity and larger shipment size, we hope to reduce overall logistics costs for our coal cargo customers. As the country pursues PM's vision of Atma Nirbhar Bharat, the total thermal coal demand in India is expected to remain strong and our endeavor would be to maximize fulfillment by domestic producers.

## RELIANCE NIPPON LIFE INSURANCE RECORDS STRONG GROWTH IN FY22

**Mumbai :** Reliance Nippon Life Insurance Company Limited, a JV between Reliance Capital and Nippon Life of Japan, announced its financial results for the year ended March 31, 2022. The key performance highlights as on March 31, 2022 include:

Commenting on the company's strong performance in FY22, Mr. Ashish Vohra, ED &

CEO, Reliance Nippon Life Insurance said, "FY22 continued to pose its own set of challenges with the outbreak of the second, and then the third wave of the pandemic. We are grateful for the support we have received from our customers, employees, distributors, service providers and their families, that powered our journey of providing maximum

value to each one of our stakeholders." Mr. Vohra further highlighted that in a volatile economic environment of today, there is a heightened appreciation of Life Insurance for ensuring certainty of life coverage as well as financial investments. These guarantees are designed to drive durable long-term returns and to help customers fulfill their

## Milma All Set To Revamp Its Brand Image To Face Competition



**New Delhi:** The Kerala Co-operative Milk Marketing Federation (KCMMF), known by the brand Milma, is all set to revamp its brand image through the 'Repositioning Milma 2023' campaign, which would bring uniformity in packaging and products. The move is aimed at equipping Milma to meet challenges from domestic and global dairy brands and firm up its position as the market leader, an official said here on Monday.

Chief Minister Pinarayi Vijayan will launch the 'Repositioning Milma 2023' initiative at Edappazhanji near here on Tuesday. Noting that the makeover of products is intended to meet the challenges in the dairy

sector in the prevailing scenario, Milma Chairman K S Mani said that the project had been finalised after more than one year of preparations, including a comprehensive market study. Milma has to embrace a new packing standard and marketing strategy to compete with big domestic and global brands, he said at a press

conference here. National Dairy Development Board (NDDB), the 'Repositioning Milma 2023' campaign envisages a holistic change and uniformity in packaging, design, quality of the dairy products, and price to compete with any other brands. The project also aims at extending the marketing

network of Milma and ensuring the availability of all dairy products of Milma in remote areas across the state, the Milma chairman said. Through this long-term plan, there will be a notable change in the main functional areas like production, quality, and marketing of federation and regional milk unions. Minister for Animal Husbandry and Dairy Development J Chinchu Rani will be presiding over the inaugural function, Mani said. Opposition Leader V D Satheesan will deliver the keynote address at the function where Transport Minister Antony Raju, MP Shashi Tharoor, and NDDB Chairman Meenesh C Shah will be the chief guests.

## PARADEEP PHOSPHATES LIMITED INITIAL PUBLIC OFFERING TO OPEN

**Mumbai:** Paradeep Phosphates Limited (The "Company") to open its initial public offering (the "Offer") on May 17, 2022. The Anchor Investor Bid/Offer Period is one Working Day prior to Bid/Offer Opening Date, that is, May 13, 2022.

The Price Band of the Offer has been fixed at ₹39 per Equity Share to ₹42 per Equity Share of face of ₹10 each. Bids can be made for a minimum of 350 Equity Shares and in multiples of 350 Equity Shares thereafter.

The Issue offer comprises (i) fresh issue of equity shares face value ₹10 each share aggregating to ₹10,040

million (The "Fresh Issue") and (ii) Offer for Sale up to 118,507,493 equity shares by Promoter Selling Shareholders and GoI Selling Shareholder (The "Offer for Sale").

The Company intends to utilise net proceeds from fresh issue towards (i) Part-financing the acquisition of the Goa Facility; (ii) Repayment/prepayment of certain of our borrowings; and (iii) General corporate purposes. The offer for sale comprises of up to 6,018,493 equity shares by ZuariMaroc Phosphates Private Limited and up to 112,489,000 equity shares by The President

of India, acting through the Ministry of Chemicals and Fertilizers, Government of India. (The "Promoter Selling Shareholders" and "GoI Selling Shareholder")

The Equity Shares offered in this Offer are proposed to be listed on both BSE Limited ("BSE") and the National Stock Exchange of India Limited ("NSE", together with BSE, the "Stock Exchanges").

Axis Capital Limited, ICICI Securities Limited, JM Financial Limited and SBI Capital Markets Limited are the Book Running Lead Managers to the Offer.

## Sunstone expands its presence in Bhubaneswar

**Bhubaneswar ::** Sunstone, one of India's leading higher education service providers with presence across 25 cities in 30+ institutions, expanded its network of campuses with the onboarding of Centurion University of Technology and Management, Odisha.

Centurion University of Technology and Management (CUTM) is

development, new ventures, production, and technology development.

The founders, faculty and staff are fully committed to its credo: Shaping Lives. Empowering Communities.

With this addition, Sunstone advantage would now be available with B.Com, BCA, B.Tech, MBA-Maritime Management, BBA-Health Care Management, MBA-Health Care Management and MBA courses offered by Centurion University.

Centurion University has continually strived to be a best-in-class human resource development hub that builds employable, enterprising and society centric youth through industry relevant education, skill

development, new ventures, production, and technology development.

ChandiKhol, 18/5: Iron ore, daily Keonjhar Joda Ladbil Koida Tensa Hatibari Siraj Udin Mayurbhanj and other iron ore mines of Paradip, Dhamra Gopalpur port of the state and various companies out of state transportation has been disrupted. As a result, Jena Company's profit is Rs. lakhs per day. This company

received the tender from the first week of April this year.

Iron ore exports hampered, Srirampur toll plaza area worth lakhs of rupees



# Impressed by Jaiswal's adaptability to Test cricket - Vikram Rathour

**New Delhi:** The sample size might be not much as far as Shubman Gill and Yashasvi Jaiswal are concerned, but Vikram Rathour, the Indian team batting coach, believes that both players have the potential to have a long-lasting career in all three formats.

Although he has scored two hundreds so far in his career, the 23-year old Gill averages a touch under 32. However, Rathour stressed that he will be the future of the Indian batting as he is able to blend potential with hardwork and temperament, which is the hallmark of a great player.

"He has a lot of potential, and he has reached that potential as well in other



formats. He has also made runs in Test cricket. Sometimes it might take a bit of time in a particular format, and he is taking that time, but he has that time. The potential that he has, I have no doubt that he is the future of Indian team in batting. He will play for the Indian team for a long time, in all three formats," said Rathour.

"He is taking some time but the good thing is that there is no dearth of hardwork, he is working out on things. And along with potential he also has the temperament, which makes one a big player. Again, there's no doubt that he'll play all three formats for a long time."

Before the first Test against the West Indies,

which India won inside three days, Gill had a discussion with the team management, asking them to play him at No.3 - a position that was Cheteshwar Pujara's fortress, and Rahul

Dravid before that. While both Dravid and Pujara were known for their ability to wear the bowlers down with their resolute batting, Rathour said Gill is someone who can play the dual role of

defence and attack, as per the demands of the team.

"There are three openers in the team, so one had to go to No.3. But the good thing is that it came from Shubman himself. Having such a batter at

he said I'll like to go No.3". His reasoning is that whenever he has played first-class cricket or for India, he has played at No.3 or 4. He feels that his right position in the longer formats is that. So we were all happy with that decision.

After that discussion, Rahul [Dravid] and Rohit [Sharma] decided that it would be better for him to play at No.3.

"I've been a selector before, so whenever you pick a player you should pick him with the intent that he will play for India for the next 10 years. He definitely has the potential. For me the most important thing (even though) I haven't worked with Yashasvi before, was that I had

No.3 is extremely advantageous."

Rathour was particularly impressed with the way Jaiswal took to Test cricket in his very first game, scoring a tenacious 171, especially in the backdrop of an impressive IPL season where his stroke-play and strike-rate made all the noise.

"On the second day he

scored some 20 runs off 90 balls before lunch. I think that for me was the highlight of the innings. Somebody who is able to do that, who can play against his character, his normal game, get through that phase and then score big runs, it was phenomenal to watch.

Absolutely no doubt that he has great potential and great future with the Indian team in all three formats," Rathour said.

## Dravid & Co. to be rested for Ireland series

**Mumbai:** India head coach Rahul Dravid and his support staff will be given a break after the ongoing series against West Indies, and the National Cricket Academy (NCA) staff will handle the team's tour of Ireland. Cricbuzz has learnt that Dravid and other members of his coaching staff, including batting coach Vikram Rathour and bowling coach Paras Mhambre, will return home in August from the United States, where the last two T20Is of the ongoing multi-format series will be played.

The main reason for the coaching staff's rest is to ensure they have enough time to recuperate before the Asia Cup, which starts on August 31, followed by a host of assignments, including a three-match ODI series against Australia,



culminating with the World Cup concluding on November 19. The responsibility of handling the team in Ireland will fall in the hands of VVS Laxman, the head of the NCA, and it is likely that he will lead the coaching team with batting and bowling coaches, selected from among Sitanshu Kotak and Hrishikesh Kanitkar

the Ireland series has not been finalized yet, it is expected that Hardik Pandya will lead the side. The exact composition of the squad is anticipated to be confirmed after Ajit Agarkar has a face-to-face conversation with Dravid and skipper Rohit Sharma. The new selection committee chairman is expected to join the team in the West Indies soon, likely during the second Test in Trinidad. Salil Ankola, a member of the selection committee, is already travelling with the team. The Indian team, having won the first Test in Dominica, will fly to Trinidad, the venue for the second Test, on Monday. As previously reported by Cricbuzz, Jasprit Bumrah is expected to be selected for the Ireland series. The India spearhead has

shown significant progress in recent times. There is no guarantee if Shreyas Iyer will be available, but KL Rahul has no chance of featuring not only in the Ireland series but also in the Asia Cup. Rahul is currently undergoing rehab at the NCA and, according to the latest information, he is yet to start batting.

Meanwhile, the Asia Cup schedule is expected to be released soon, and contrary to some reports, there have been no changes to the programme. Sri Lanka will host nine games as decided earlier, and the matches are expected to be played in Kandy and Dambulla. Lahore will be the other venue, where four games will be played. The Asia Cup is scheduled to take place in the two countries from August 31 to September 17.

his man of the match in an IPL game after Klaasen's masterful ton was eclipsed by a Kohli hundred to win the game for RCB. "Definitely hitting the ball best I've been hitting in my career. So, I have been experimenting in the last couple of years which finally got me a clear formula that has been successful for me. I've been sticking with it over the past 30 months and hopefully the wave keeps coming and I can stay onboard to keep riding it," Klaasen said after his match-winning 53 off 31

balls playing for the Seattle Orcas against the San Francisco Unicorns.

For the moment everything he touches turns into gold. But things have never always been this hunky dory for the Protea. Klaasen credits his revival to a rude awakening he was subjected to which saw him lose his place in the domestic circuit when the runs dried up.

"About 24-30 months earlier, I averaged about 4 over 6 months so that's where I thought to experiment a little about my style of cricket again.

his man of the match in an IPL game after Klaasen's masterful ton was eclipsed by a Kohli hundred to win the game for RCB. "Definitely hitting the ball best I've been hitting in my career. So, I have been experimenting in the last couple of years which finally got me a clear formula that has been successful for me. I've been sticking with it over the past 30 months and hopefully the wave keeps coming and I can stay onboard to keep riding it," Klaasen said after his match-winning 53 off 31

## Tillakaratne highlights batting issues despite Bangladesh's historic win

**Dhaka:** Bangladesh Women's head coach Hashan Tillakaratne highlighted his side's batting issues after the opening ODI against India on Sunday (July 16) even though his side picked up a historic win. Bangladesh earned their maiden ODI win over India at the Sher-e-Bangla National Stadium in a low scoring affair but the former Sri Lankan player insisted that their batting is still a concern.

"Well, we were looking at at least 200 plus because the wicket was keeping low, there were no demons on the wicket," Tillakaratne told reporters following their

memorable win. "The wicket played really well. Unfortunately, our batters faltered and were short by 50-60 runs. I think there are a few loose ends that we need to tighten up before the second one. So, we'll have a discussion tomorrow, and we'll come back strongly for the second and third one."

"Of course, yes. Its (batting) is a big concern for us. We've been practicing and we've been training with them. It's all about confidence and going through the process. And I'm sure they will come good in the remaining two games." Tillakaratne said that they wanted to use Marufa Akhter as they



realised that the Indian batters were handling their spinners easily. Pacer Marufa did not disappoint her skipper when she was handed the ball as she picked

up 4-29 in her seven overs that played a huge part in the victory. "Well, she's (Marufa) one of the top bowlers in the world right now. Also, when the batters

were handling the spinners very well. So, we want to dig the momentum. That's one of the reasons we wanted to bowl Marufa,"

Tillakaratne adding that he feels his charges will be stronger in the coming days after gaining enough knowledge and

experience.

"Well, it's all about developing yourself. Knowledge wins games, not skills. So it's with the knowledge and skill we can develop them.

So, they are developing very fast, they are learning the trade very fast, so it's really good. And I'm sure they will bring in so many positive results in years to come.

"It's all about how tough you are in the middle when especially opposition throws challenges at you should know how to handle them. So it's all about going through the process. There will be a few tough phases coming your way. You should

know how to handle them. So that's about it. So that's as I said earlier, it's knowledge that wins games."

Meanwhile, the Bangladesh skipper Nigar Sultana conceded that she is not ready to celebrate yet after taking a 1-0 lead in the series. "The girls were excited (after the win) but I told them we have not done our job yet," she pointed out. "We know if we can play good cricket we will move one step and it will be a huge achievement for us. So far I have held them from celebrating as I feel we still have few things left to achieve. If we can win the series we will celebrate I guess."