

Ruckus Over Drivers' Strike

Bhubaneswar(KCN): With drivers' strike entered into second day, Opposition BJP and Congress members on Thursday created a ruckus in the State Legislative Assembly over the issue. The House witnessed several adjournments in the pre-lunch session.

A large number of bus, truck and taxi drivers under the banner of Driver Ekata Manch are on an indefinite 'quit steering' strike across the State including Bhubaneswar since Wednesday.

The agitating drivers have been demanding pension after 60 years of age, death benefits, life insurance, social security, parking and toilet facility.



Raising the drivers' strike issue during the zero hour, Congress Legislative Party leader Narasingha Mishra said transport services have come to a standstill across the state due to the protest of the drivers.

They are not an organized body and earn Rs 6,000 to Rs 15,000 per month, which is insufficient to run a family. The government should listen to them and address their problems, he said.

Instead of addressing

the issues of the agitating drivers, the government is trying to provoke another faction and disrupt the strike, he said.

Shri Mishra urged the Speaker to direct the government to resolve their issues. As the Speaker did not give any ruling, the members of the BJP and Congress stormed into the well of the Assembly and created a ruckus demanding early solution to their issues.

As a noisy situation prevailed in the House,

Speaker Bikram Keshari Arukha adjourned the proceedings and called for an all-party meeting.

Later, Leader of Opposition Jayanarayan Mishra said, "Drivers have been protesting day and night for their rights since yesterday, but the government is silent. This is an important issue." He demanded that the Minister Transport should furnish a reply in the House.

After hearing to the opposition members, the Speaker gave a ruling

asking Commerce and Transport Minister Tukuni Sahu to hold discussion with agitating drivers and make a statement in the House tomorrow.

Meanwhile, Union Education Minister Dharmendra Pradhan urged Chief Minister Naveen Patnaik to consider the demands of the drivers' association and take immediate measures.

"Driver friends have an important role to play in society. They are not untouchables in society. They are among us. The State Government is not coming out with necessary solutions by initiating proper discussion with them. It is not a good sign for democracy," he tweeted.

State Assures Drivers

Bhubaneswar(KCN): Appealing the agitating drivers to call off their ongoing state-wide protest, the State Government has assured the drivers to fulfil their demands within three months.

A meeting was held with the representatives of the Drivers Association under the chairmanship of Chief Secretary Pradeep Kumar Jena here this evening. Senior BJD Lawmaker Pranab Prakash Das also attended the meeting.

During the meeting, it was unanimously decided that the State Government will fulfil the demands of the Drivers Ekata Mahasangha. "The State Government held a meeting with the Drivers Ekata Mahasangha today and the Government is concerned about their demands and considering those. It was decided in the meeting that the Government will consider fulfilling

their demands in three months," the Chief Secretary said.

On behalf of the Drivers Ekata Mahasangha, Khurda district unit officer bearers attended the meeting. Babula Tripathy, General Secretary, Khurda district unit of Drivers Ekata



Mahasangha said they have received a letter from the Chief Secretary and inform his state unit leaders to take final call on their protest. Notably, over 2 lakh drivers have been agitating across the State since

yesterday over their 10-point demands. They are demanding pension, insurance, death benefits, toilet, welfare fund and social security. Meanwhile, the agitation turned violence in Berhampur when the drivers face-off with police personnel. At least six police officials sustained serious injuries in the attack by drivers. Later, police resort to mild lathicharge to disperse the mob.

PRESIDENT OF INDIA PRESENTS PRESIDENT'S COLOUR TO INS DRONACHARYA

New Delhi : The President of India, Smt Droupadi Murmu presented the President's Colour to INS Dronacharya in Kochi today (March 16, 2023). Speaking on the occasion, the President said that the maritime strength remains critical to India's strategic, military, economic and commercial interests. For a nation like India, the fifth largest economy in the world, with a long coastline, island territories and substantial seafaring population, having a strong and modern Navy is of very high importance. The President said that for the last 75 years, a combat-ready, multi-dimensional and versatile Indian Navy has not only deterred our

adversaries and safeguarded our maritime interests, but also enabled creation of a peaceful periphery to facilitate socio-economic growth. The Nation is proud of the Indian Navy's commitment in protecting our maritime borders, securing our trade routes and rendering assistance during calamities. The President noted that over the years, the Indian Navy has developed significant capabilities to be a mission-deployed and response-ready force across the Indian Ocean Region, and be the 'First Responder' to any contingency, in our maritime neighbourhood. She said that the country looks up to the Navy to protect our maritime

interests. Speaking about her visit to INS Vikrant, just before the Colour presentation function, the President said that the indigenously built modern aircraft carrier INS Vikrant is a shining example of Atmanirbhar Bharat. Today, India is among select few nations with a capacity of building an aircraft carrier with indigenous technology. She appreciated the entire team of Indian Navy, Cochin Shipyard Limited and everyone associated in the journey of INS Vikrant. She said that India is proud of the brave men and women of the Indian Navy for serving the nation with distinction and dedication.

Bus Owners' Association Threatens Stir Over Drivers' Agitation In Odisha

Bhubaneswar(KCN): Amid ongoing strike by drivers of commercial vehicles in the State, All Odisha Private Bus Owners' Association (AOBOA) today warned the Odisha government to make the national highways free from roadblocks by the agitators, or else it will stop plying around 14,000 buses in protest. Earlier on Wednesday, the private bus owners' outfit had agreed to run their vehicles from Thursday. Accordingly, private buses went on-road in the morning but were compelled to terminate service after some of their employees



were manhandled at several places, even in the presence of police. "We were not provided adequate protection across the State to run buses, as was previously committed by the

government. Many of our staff were detained by the agitating drivers. Hence, we had no other choice than to cease the movement of vehicles," said General Secretary of AOBOA Debendra

Kumar Sahu while briefing mediapersons in a press conference here. "If the national highways in Odisha will not be cleared by this evening, we will be forced to stop the bus services from

tomorrow. From 10:00 am to 11:00 am tomorrow, all the bus owners will protest by halting the vehicles on highways in 30 districts. If the government will not take appropriate step, we will be compelled to stop the movement of buses indefinitely," Sahu warned.

"About 14,000 private buses of 8,000 owners in the State will be off the roads," Sahu added. Echoing similar views, the AOBOA president Loknath Pani stated, "We have no objection to the demands of the drivers' federation. Passenger buses should not be involved in the strike.

KIIT-TBI holds UK-India HealthTech Bootcamp

Bhubaneswar, (KCN): KIIT-TBI, the technology business incubator of the KIIT-Deemed-to-be-University, along with Academic Health Science Network, Yorkshire and Humber and Bhubaneswar City Knowledge Innovation Cluster Foundation (BCKIC) organised a three-day UK-India HealthTech Bootcamp with top 25 start-ups from the pan-Indian healthcare sector, to navigate and scale their healthtech business to the UK and the world.

These three days (March 13-15) of extensive bootcamp was run by the delegation from Yorkshire and Humber AHSN team Dr Neville Young, Tim East, Tom Hutchinson

and Dace Dimza-Jones and British High Commission India team, Leena Paul, Deep Narayan, Abhishek Jha and Sandip Chaudhuri.

On the second day of the event, Science and Technology Minister Government Odisha, Ashok Chandra Panda, hoped that with the post-COVID experience, the focus had already been shifted to the technology-enabled health-care delivery sector with emphasis on genomics and bio-engineering-led early and preventive interventions. However, citing a very important part of the current urban living due to nuclear families and isolated lives, the Minister called upon the participating start-



ups to do artificial intelligence (AI) and other IT-based tool-enabled work to help the senior citizens suffering from Dementia and Alzheimer's types of neurological disorders. "The COVID management steps taken by the Odisha Government, Social

Security Schemes for the elderly during the pandemic, BSKY benefits and lauded the role of KIMS Hospital, a constituent of KIIT-DU, as a leading healthcare hub to come to the rescue of the people of Odisha," Panda added.

Acting British High

Commissioner Peter Cook, in his speech, appreciated the enthusiasm of 150 applications for the bootcamp and wished that in near future the platform would enable the healthtech ventures to get to work in the markets of UK, US, Latin American, EU and other world

centers.

Narrating the role of AI, IT-tools, genomics and biotech research in having an e-diagnostics and e-consultation frameworks to help the patients, especially in remote and rural pockets in future, Cook said "predictability in the healthcare delivery

will definitely have an edge over others in near future."

Peter Cook also hoped that this unique event through KIIT-TBI and BCKIC will also help the academic community in health sector and also National Health Service (NHS) and UK health ecosystem.

CEO KIIT-TBI and Chairman- BCKIC Dr Mrutyunjay Suar said "the extensive course during the healthtech bootcamp would provide the start-ups an update on the UK's healthcare ecosystem and market, access to subject matter experts and the opportunity to engage directly with NHS stakeholders."

"KIIT-TBI has successfully incubated 380 startups and created more than

5,000 job opportunities in various sectors with innovative ideas and solutions. Besides healthtech, it is also contributing in the sectors like agriculture, IT, engineering, core healthcare, environment, wastewater treatment, water quality and many others," he stated.

In the concluding session, Shankar N Ram, Chairman, TiE Global provided the perspective of TiE chapters in supporting startups including women entrepreneurs. He praised the role of KIIT-TBI in establishing and amplifying the startup ecosystem in the Country and extended all support from TiE Global to scale it up.

NO PANIC ABOUT THE SPY PIGEONS : Anil Dhir

Bhubaneswar : The brouhaha about two spy pigeons being caught and the attached cameras being sent for forensic examination has been in the news recently, with many speculations of their origins and intentions.

While Pigeon photography is a technique invented in 1907, it became more popular after, the Second World War when cameras fitted to pigeons were used by different armies. A homing pigeon was fitted with a breast

harness to which lightweight time-delayed miniature cameras. Such spy pigeons were used till the 1970s, but with advancements in aerial photography using planes, military interest in pigeon photography faded, and only hobby enthusiasts indulged in flying them.

The pigeons that have been caught are Belgian Homer Pigeons, the same breed that is used by the Orissa Pigeon Service. One has to understand that a homing pigeon is one

which will fly back home after being released at a distance from its coop. No way can a pigeon be trained to fly to a destination and then return to the base it was released from. Pigeons fly only one way, i.e. back home. The important thing about homing pigeons is that they can't go from A to B and back. They can go from B to A.

The Orissa Police did have a few boomerang Pigeon services in the early days when Homer Pigeons were kept at



two places for some time. They would fly from one place to the other and vice versa, to and fro, but not to multiple places. However these were not effective and

were soon discontinued.

The pigeons that have been caught are certainly birds that were used by enthusiasts who fitted cameras to track the

path they take to fly back. They were fitted with GPS chips, like done with many migratory birds at Chilika, to trace the routes they take. Such miniature Pigeon cameras and GPS Locators are available on many e-commerce sites including Amazon. The figures written on the fantail feathers are suggestive that they may have been released from Burma, Cambodia, Thailand, or Vietnam. Some

birds do lose their way and fly offshore and make emergency landings on ships. Pigeons, crows, and sparrows cannot swim, they land on ships. This usually happens because of bad meteorological conditions, when birds are carried offshore by strong winds. They end up on sailing ships because they manage to find enough food on them. Many seamen report birds that board vessels in a harbour and feed on grains, etc. until it reaches another port.

There should not be unnecessary panic about such birds. With modern-day technology, one does not need pigeons for aerial photography, Google Maps is more effective and reliable. The last official pigeon flight that was conducted by Orissa Police Pigeon Service was on April 2018 when 200 missives were carried for INTACH Odisha by 50 pigeons from Bhubaneswar to Cuttack.

Amat Opens CxO Meet



Bhubaneswar(KCN): Pradip Kumar Amat, Minister Panchyati Raj & Drinking Water inaugurated Chief Operating Officer/Chief Executive Officer(CxO) Meet here on 16 March.

A CxO (Chief Operating Officer/ Chief Executive Officer) meet was held by ORMAS today to have an interface between the placement implementation partners, Sector Skill Councils and Employers under the DDU-GKY (Deen Dayal Upadhaya Grameen Kaushalya Yojana).

Around 50 employers, 60 PIAs and 30 Sector Skill Councils participated.

Subroto Bagchi, Chairperson, Odisha Skill Development Authority (OSDA) as Chief Speaker.

Sushil Lohani, Principal Secretary, PR & DW and Chairman ORMAS presided over the sessions.

Guha Poonam T, CEO ORMAS steered the sessions, spoke about the role of ORMAS in the skilling arena and the areas of collaboration. Sri Amat congratulated

ORMAS on the achievements of training and placement in DDU-GKY and encouraged all the employers, SSCs and PIAs to come together to bring a mutual and harmonious enrichment in efforts towards skill development

Addressing the gathering, Subroto Bagchi exhorted the "Project Implementation Partners" and employers to pay good wages, good living conditions, enhance entrepreneurial skills by collaborating with the World Skill Center and to bring out the human element of the Skilling Eco-system in the state.

Sushil Lohani, Principal Secretary, Panchyati Raj & Drinking Water while emphasizing the need to have professionally managed training program at the PIA level. He further urged the employers to treat this endeavor as a social responsibility which will also improve their brand value and image.

The technical sessions were held to analyze the trends in the sectors

across apparel, hospitality, construction, retail, electrical and electronics and healthcare. The sessions were moderated by Guha Poonam T, CEO, ORMAS and Prashant Sinha, MD, PWC with participation of SSCs and employers.

Since the inception in 2014, DDU-GKY in Odisha has trained 2,17,183 candidates and placed 1,50,705 candidates in various states and companies including 250 candidates in foreign countries. In 2022-23 also, around 15,000 candidates have already been trained and around 10,000 are placed.

A number of other initiatives are being taken in the skilling sector by ORMAS in plumbing and solar electrification, mining, Shipping and allied sectors. Some of the best practices in implementation of DDU-GKY by ORMAS being Migration Support Center, document and Aadhar verification, National Institute of Open Schooling(NIOS) for distance education for

placed candidates, parents and alumni meet and exposure visit to employer locations, have been listed as exemplary practices by MoRD to other states to follow.

The event also had delegates from the Ministry of Rural Development, Govt. of India, NABCONS-NABARD, and NIRD & PR, Hyderabad. A number of performing employers, PIAs and alumni were felicitated on the occasion.

Youth is the bedrock of a nation's prosperity. Skilling youth to address the vast employability potential available and absorbing them in the vast spectra of livelihoods opportunities is the underlying theme of skills undertaken by ORMAS in the "Skilled in Odisha" context.

All the employers, CxO and Sector Councils agreed to come together to innovate, address skill gaps and take the skill set ecosystem, further through ORMAS in various fields including those for disadvantaged groups and CSR front.

Woman, 2-Year-Old Daughter Found Dead In Their House In Odisha's Koraput

Bhubaneswar(KCN): A 26-year-old woman and her two-year-old daughter were found dead under mysterious circumstances in their house at Lachhamani village under Kakiriguma police limit in Koraput district of Odisha today.

The deceased have been identified as Padma Saunta, wife of Dinabandhu Saunta and their daughter Merry Saunta, villagers said.

On being informed, a police team led by Kakiriguma Inspector In-Charge Damodar Bihari reached the spot and

launched a probe into the incident.

The bodies were recovered in the presence of Laxmipur Tehsildar Tapan Kumar Nayak and Laxmipur Inspector In-Charge Swetapadma Seth and sent for postmortem, sources said.

Dinabandhu, meanwhile, claimed that Padma had killed their daughter before ending her life over family dispute. "Padma used to talk with a youth of our village over phone. We had a quarrel over the issue. I had gone to Kakiriguma on a work today

morning. I returned home at around 10 am and found that our home was locked from inside. Suspecting something unpleasant, we broke open the door and found Padma and our daughter hanging from the ceiling. We brought down the bodies and informed the incident to police," Dinesh said.

However, Padma's mother alleged that Dinabandhu had killed her daughter and granddaughter over family dispute and hanged their bodies to give a suicide angle to the incident.

"Dinabandhu had assaulted Padma last night over some family discord. She had informed me the incident over phone. I had promised her to reach Lachhamani in the morning and do something to solve the dispute. Dinabandhu must have killed Padma and her daughter," she alleged. Padma's father Kamadi Hikaka lodged a complaint in this regard with police.

"We have registered a murder case and sent the bodies for postmortem. A scientific team has visited the spot.

MAHARISHI PLAY SCHOOL

Nurturing awareness Moulding Future

ADMISSION OPEN FOR

PLAY GROUP (2+) to Onwards

A great Place to grow @ MPS

Laugh
Play
Learn
Share

Call now for Application:

25% reservation as per RTE Act (2009)

MAHARISHI PUBLIC SCHOOL

N-3 B/14-15, IRC Village,
Nayapalli, Bhubaneswar

PH. 2558884 / 2550786 / 8984600700 (M)

E-mail : maharishipublic13@yahoo.com

Find us on
facebook.com/maharishipublic13

FOLLOW US
ON TWITTER
twitter.com/maharishipublic13

CLASSIFIED

CAUTION

Readers are advised to make appropriate enquiries while responding to advertisements in these columns. The Kalinga chronicle publication does not vouch for any claims made by the Advertisers. The Printer, Publisher, Editor and Owner of The Kalinga Chronicle Publications shall not be held responsible/liable for any consequences, in case such claims are found to be false.



AUTOMOBILE

SALE
Cawasiak Bajaj n tiptop condition or sale Contact: 2555326

PURCHASE
Required a Marshal/Commandor / Boleo in good condition. Contact :555763



REAL ESTATE

SALE
Flats ready for possession before Rathayatra at Puri near Seabeach for sale. Contact :9861078308

Residential plots at Pahala close to NH-5 and near Pata Railway Station, Bhubaneswar for immediate sale. Contact:0674-2556733
Residential plots at

CLASSIFIED ADVERTISEMENT TARIFF

Classified advertisements are released daily. The normal classified advertisement is charged @ Rs. 5/- per word up to maximum number of 50 words. Any extra word will be Rs. 8/- per word. The minimum charges for any classified advertisement is Rs. 100/-. The options for bold lettering and outlining are also available and are charged @ 7/- and 10/- per word respectively. Extra charges for photographs Rs.100/-. For Box No. Rs. 100/-.

HIRE

For hiring of Car / Jeep / Bus on monthly basis. Contact : 2555763



BUSINESS

Saving 10,000/- for high return, extra earn and foreign trip opportunity, 8238904001.
Independent business work from home, training in Singapore, 8338014287.



MATRIMONIAL

BRIDE WANTED

Wanted bride for Chandayat Boy, 37plus, Taste no bar, 0674-2555763

GROOM WANTED

Wanted Groom any service / business family or a Brahmin Girl. Contact 2555226

Gohira/Chhak in front of CV Raman Engineering College beside NH-5, near Tamando. Contact :9238691168

PURCHASE

Simplex / Duplex building at BBSR contact : 9437002509

ACCOMMODATION WANTED

Required Single / Double / Triple Storiied North/East facing building at Puri. Contact 9437143483



TOURS & TRAVELS

We provide luxury coach buses (16,25,32,41,52 seater) for Picnic, Excursion, Marriage. Maa Santoshi Travels, Contact : 9981079437
For Luxury Passenger vehicle, Contact : Sagacity Tours & Travels, Acharya Vihar, Bhubaneswar, Ph. 2540219

It's A Wrap For Aayush Sharma's Azerbaijan Schedule Of His Upcoming Film AS04

Aayush Sharma who had been shooting for his fourth film AS04 has wrapped the Azerbaijan schedule. The actor shared a picture with his co-actor and debutante Sushri Mishraa announcing the wrap for the film slated for release this year. Creating a huge interest in the audience across quarters, the actor has been delving into the masses for the masala action entertainer.

Aayush opened up about shooting in the cold weather of Baku, Azerbaijan saying, "Kadake ke thand mein humne kiya kadak shoot ... Three cheers to Team #AS04 ... it's a schedule wrap for us in Azerbaijan". Ever since the announcement of the yet untitled AS04 on Aayush Sharma's birthday last year, the action entertainer has been creating buzz with regular insights into the shoot and schedules of the film. Piquing the interest of the audience with his swagger personality and stylised action in the teaser, Aayush Sharma has further elevated the level of action post the critical appreciation and love from audience for his last release



Antim: The Final Truth.

Creating waves with not just the engaging content but also the interesting style of announcement, Aayush Sharma has introduced the prevailing pattern of untitled name to films in South Indian Film Industry by opting for his initials along with the chronological number of the film. Undergoing a remarkable physical transformation to feature washboard abs and toned muscles, Aayush Sharma has time and again shared glimpses from his rigorous training for the film. Sustaining injuring during filming the action sequences, the actor has been proving his versatility, dedication and commitment. Launching debutante Sushri Mishraa with AS04, Aayush Sharma also roped in veteran South Indian actor Jagapathi Babu for the film. Produced by KK Radhamohan, under the banner of Srisathyasai Arts, the yet-untitled action entertainer AS04 stars Aayush Sharma as the lead, co-starring debutante Sushri Mishraa. Directed by Katyayan Shivpuri, the film is slated for release in 2023.

Telangana Sahitya Academy To Felicitate Oscar Winning Song 'Naatu Naatu' Lyricist Chandrabose



The Telangana Sahitya Academy has decided to felicitate lyricist Chandrabose, who penned Oscar award-winning song "Naatu Naatu".

Academy Chairman

Juluru Gowri Shankar on Wednesday announced that a felicitation programme will be held at Ravindra Bharathi in Hyderabad on March 28. He stated that the entire Telangana society is proud that by using

Telugu rural phrases, Chandrabose penned an enlivening song that received the admiration of the world. Gowri Shankar on Wednesday held a meeting with representatives of various literary bodies to

discuss the arrangements for the meeting. He observed that for the first time a Telugu song bagging the global award is a matter of happiness for all.

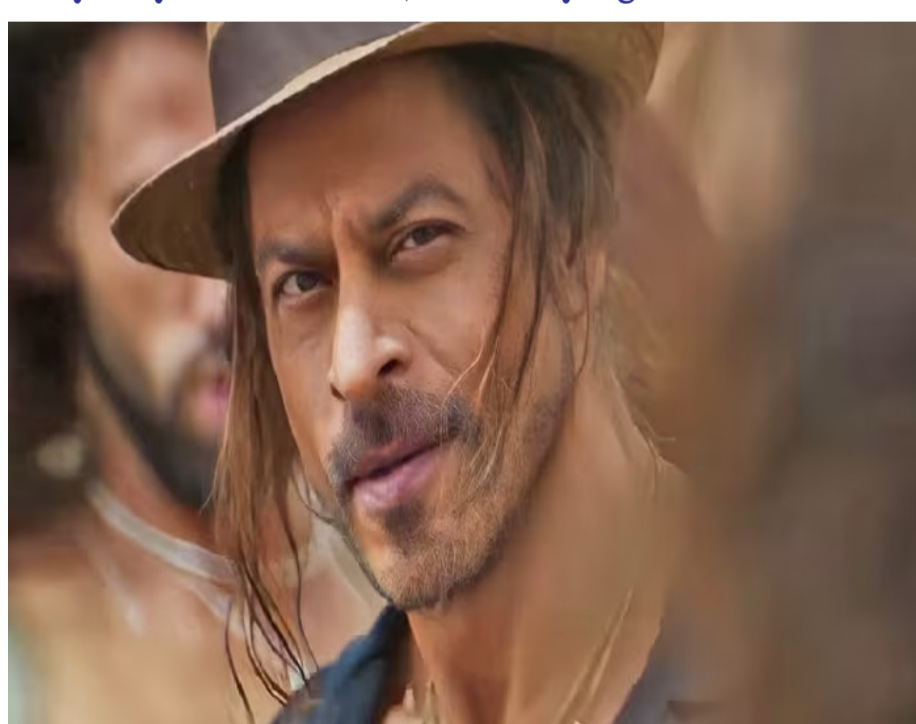
The meeting decided to hold a meeting on March 28 to honour Chandrabose who brought such a huge honour for Telugu literacy in the field of film lyrics.

The Academy Chairman appealed to poets and writers to attend the meeting. He said that film lyricist Chandrabose made Telangana proud by taking the Telugu song to the world stage.

A R Rahman announces four Super Winners of Season 2 of 'NEXA Music'

Oscar and Grammy-winning composer A R Rahman has announced the four Super Winners of Season 2 of 'NEXA Music'. The second season of the music platform, which has been curated to promote aspiring Indian musicians to showcase their talent and create original international Standard English music, concluded with Gaia Meera, Hanu Dixit, Sunep A Jamir, and Inga emerging as the winners. Gaia Meera is a Mumbai-based artiste who has captured people's attention with her soulful voice and meaningful lyrics. Hanu Dixit also from Mumbai is a multi-talented artist who sings, writes, and composes music that is both catchy and profound. Sunep A Jamir, from Nagaland, uses his unique voice and vibrant personality to create music that is both fun and impactful. Inga from Bangalore combines eastern and western musical influences in her work, creating a familiar and refreshing sound. Talking about choosing the best artistes, Rahman said, "India is buzzing with youth, energy, and undiscovered raw talent. We always strive to offer something distinctive and unique for the generations with each season. Since each of the individuals were so strong and talented, it was difficult to narrow the field down to the Top 4, but it was undoubtedly an amazing experience to have such amazing talents".

Shah Rukh Khan's Actioner 'Pathaan' Completes Fifty Days In Theatres, Still Playing In 20 Countries



Shah Rukh starrer 'Pathaan' completed 50 glorious days in theatres on Wednesday. "PATHAAN" 50 DAYS... STILL PLAYING IN 20 COUNTRIES... #Pathaan celebrates 50 days at *cinemas* today... Being screened at 800 cinemas in #India and 135 cinemas across international markets," trade analyst Taran Adarsh said in a tweet. Shah Rukh Khan's manager Pooja Dadlani shared the same post with folded hand emojis. The film infused a new lease of life into the

pandemic-stricken Hindi film industry which has seen back-to-back flops last year. The film has emerged as the highest-grossing Hindi film of all time, breaking the record of 'Bahubali 2'. 'Pathaan' raked 528.29 crores rupees while 'Bahubali 2' minted 510.99 crore rupees. Shah Rukh Khan recently posted on Twitter, "IT'S NOT THE BUSINESS...ITS PERSONAL". Making ppl smile & entertaining them is our business & if we don't take it

personally...it will never fly. Thanks to all who gave Pathaan love & all who worked on the film & proved ki mehnat lagan aur bharosa abhi Zinda Hai. Jai Hind.' Released on January 25, 'Pathaan' also stars John Abraham, Deepika Padukone, Dimple Kapadia and Ashutosh Rana among others. Meanwhile, SRK will be next seen in director Atlee's upcoming action thriller film 'Jawan' and he has also director Rajkumar Hirani's next 'Dunki' opposite Taapsee Pannu in his kitty.

Bengal Tigris: Rekha Lauds Rani Mukerji's Performance in 'Mrs Chatterjee Vs Norway'

Rekha was in awe of actress Rani Mukerji's power-packed performance in 'Mrs Chatterjee Vs Norway'. The veteran star said that Rani has outdone herself in the role of the "eternal mother" and has depicted all the "faces of Durga Maa." She said: "Mrs Chatterjee Vs Norway, was both exhilarating and heart-wrenching, was sitting at the edge of my seat from the word go. It was an absolute delight to watch the dynamic performance of this 'Bengal Tigris', of a mother fight tooth and nail for her kids. This film is for the world to see what 'Mother India' is all about!" Rekha added: "This time around Rani has outdone herself in the role of the Eternal mother depicting all the faces of Durga Maa' the ultimate Mother", an intense performance worth watching countless times!

She walks through fire, straight into our hearts! What a pleasure to see the actor and character melt into each other!" "I also want to congratulate the entire cast and crew, especially the Director, who were on point and beyond! A special mention of Jim Sarbh for his flawless and constrained performance! Extremely grateful and proud to witness this brave film which reinforces the fact that there is nothing more mightier than a 'mother's might!'" Directed by Ashima Chibber, 'Mrs Chatterjee Vs Norway' talks about the life of an immigrant mother that fights against all odds to win back the custody of her children. Produced by Zee Studios and Emmay Entertainment (Monisha Advani, Madhu Bhojwani & Nikkhil Advani), 'Mrs Chatterjee Vs Norway' is slated to release in theatres on March 17.



WANTED

Required Driver/Peon/Attendant/ Aya

Please Contact-8984600400

ACCOMMODATION WANTED

Required double/Single/ Multi storied Bungalow type North or East Facing independent building At- Nayapalli, Jayadev Vihar, V.S.S. Nagar, Mancheswar, Rasulgarh, Sallashree Vihar, Niladri Vihar.

Please Contact- 8338870595

Can we Promote our "Manikapatna Curd" the "Budha Rice" Way



Dr. Gyana Ranjan Mishra, M.V.Sc. (Veterinary & A.H. Extension).

Since the independence of our country we've been voicing our concerns for the production and management aspect of the livestock farmers and small businesses related to livestock product and produce. As a result at present we are number one in the world in milk production, third in egg production and eighth in meat production. But still it remains a fact that we are far behind so far as marketing of livestock products are concerned. The government is doing whatever is possible in its parts to give our livestock farmers a good and profitable market but still many often it was observed that the interference of middleman and the marketing strategies adopted by the multi national companies are paralyzing the progress of small livestock farmers and at the end of the day the Indian farmers and Indian small businesses related to livestock product and produce are struggling to market their products at a lucrative price even after 75 years of independence.

Widening now the question hear it is interesting to note that when so much potential is there in livestock sector in India why aren't we able to leverage it. When we analyse

various reasons involved in marketing of livestock products, three major factors are responsible for this. The first problem being our livestock farmers lack the resources and logistics to access the hot markets (both national and international), the second one being, the lack of awareness about the high demand of Indian livestock products and byproducts in the national and international markets for example, even if there is a lot of demand for an easy to digest low fat low calorie fermented cold beverages like Lassi in Europe, unless the Lassi seller in India knows about the market in Europe he will never be able to capture it and lastly we have some miscellaneous and unique problems for different individual livestock products and byproducts like we do not have the technology to achieve low cost production, livestock products are highly perishable, unless we enhance their self life we can't tap the foreign market, many of our livestock products and byproducts are not able to meet the international quality standards, and many of them need subsidies and consultation to achieve huge scale production to meet the steady flow of international demand.

To understand the real issue of marketing of agricultural produce in general and livestock products and byproducts in particular we have to understand the existing problems in the Indian

market and what can be done about it. We all know that India is a country where their a lot of diversity is their in terms of geography, culture, tradition, religion, community, food habits ect but very few of us actually understand the same diversity in Indian from a capitalistic standpoint. To make the point clear, if you look at Dubai their government had spend billions of rupees in a span of few decades and turned a desert into a tourist hotspot with hotels, amusement parks, aqua venture parks, underwater zoos and even a ski slope with six thousand tons of snow inside a freaking desert and they have done such an incredible job that as of 2022 while India had 17.91 million tourists Dubai which is such a small country had about 16.73 million tourists. Now one can realize whatever Dubai had spend in billions for their tourism industry, for us we have already have it for free at a scale that even a trillion dollar budget cannot get you. We have mountains, valleys, greenery, desert, beaches and what not and yet we are nowhere among the leading tourist destinations in the world similarly we have such a vast catalog of healthy nutritious traditional livestock products like Lassi, Khoya, Peda, Chhenapoda and many more but even then the market of these beverages and sweet dishes in the International space is close to nothing in fact if you look at Lassi versus Coca Cola one is extremely healthy and economical and the other is extremely unhealthy and costly and yet we do not have anything as big as the marketing chain of Coke for selling Lassis around the world and considering the upcoming health revolution where Coke and Chocolates and others are going down our Indian beverages and sweets have a billion dollar market just waiting to be tapped. Similarly we have so many types of traditional dairy products like Peda, Chhenapoda, khoya, kheer, and countless other traditional products that are export worthy but even then neither the producers nor we the users have any clue about its potential and at the same time we keep complaining about our import export gap

To understand the concept clearly easily, take the case of Kalanamak rice, it's a

naturally scented rice with countless health benefits, it contains a compound called anthocyanin which is anti-inflammatory, antioxidant and has anti-cancer properties too. Besides that it is naturally gluten-free, is rich in protein, iron, vitamin, calcium, magnesium, and natural fiber this makes it a wonderful product for weight loss and to it is known to be a natural detoxifier and its consumption helps in prevention of ailments such as diabetes, Alzheimer's and even hypertension. Now the question is in spite of this miraculous product being grown in your own country how many of us actually knew about kalanamak rice, very few. But this product has a huge market in countries like the US, New Zealand, Australia and even UK but until 2018 except a few the farmers were not even willing to grow kalanamak rice in India and even if they did, it was very difficult for them to market it. This is where the intervention of government of Utter Pradesh (UP) comes into play and what happened in the next three years was an example for others. As per the records in some areas the number of farmers growing Kalanamak rice suddenly went from 15-20 numbers to 750-800, farmers and the area of this rice cultivation in Siddharth nagar district of UP alone has gone up from 2,805 hectares in 2019 to 5,000 hectares in 2020 to almost 10,000 hectares in 2022 and the best part is that the farmer's income has increased by manifolds as the wholesale price of Kalanamak rice has increased from 40 rupees per kg in 2018 to 90 rupees per kg in 2020 to 135 rupees per kg in 2021 and now it is being exported to Western countries.

Now the point how did Kalanamak rice suddenly become such a phenomenal success in just four years and what did the government of UP did so special to popularise Kalanamak rice in national and international market. The first thing that the government did was they identify the right markets and linked the farmers to market their products in the right way, for example the term Kalanamak rice might be familiar to the people of that locality where it was being produced but for the people outside of India and for that matter even people in other parts of India who don't understand Hindi for them Kalanamak rice is not a very marketable name, so under the guidance of the government it was

rebranded as "Buddha rice" and it was presented to Buddhist monks in order to promote it in Buddhist countries and this includes countries like Korea, China, Japan, Vietnam, Cambodia and Myanmar. There is also a strong reason for branding this product as Buddha rice because among the masses there is a believe that Lord Buddha broke his fast with a pudding made of the same rice.

In order to improve production and productivity of Kalanamak rice, the government assisted the farmers by supplying high yielding varieties of seeds improved farm machineries, integrated nutrient and pest management techniques, processing and post harvest equipments. For upgrading the skill of the farmers and to make them aware about the latest technology a number of training programmes, exposure visits, farm schools are being organised at the farmers level by the government. The government further assist the farmers by organising special festivals and fairs to give market access to the farmers in collaboration with the export promotion department of the state. This kind of festival and fair brought farmers and buyers on the same platform and created an business ecosystem where the farmers could understand the market and the buyers could understand the product. Going one step further UP government is now looking to e-commerce platforms like Amazon and Flipkart to further expand its market. In fact in 2020, Flipkart signed an MOU with the UP government and is now actively engaged in breaking the entry barriers (to the online market) for the farmers by extending time-bound incubation support which also includes benefits in the form of onboarding free cataloging, marketing, account management, business insights and warehouse using. Finally the government is now coming up with an inovative approach called CFC (common facility center), this center will provide all the finance, skill development, storage, processing, grading, packaging and barcoding in single window format. So in summary marketing and branding to achieve lucrative

market rate, human resource development and logistics support to optimize production, festivals and fair to give access to the untapped but high potential markets combined with e-commerce platform to reach mass audience and government subsidies turned into a phenomenal success for Kalanamak rice. Now the government of UP is planning to host International expose through the Indian MPCs so that these businesses can take their products to the other side of the globe

Like Kalanamak rice in agriculture we have a number of traditional Indian dairy products which have got a tremendous marketing potential which needs to be tapped through branding and proper marketing strategy. Manika patna curd or Chilika curd is one such fermented dairy product traditionally prepared by the ethnic community living in and around Manikapatna region, from the milk produced by Chilka buffalo. Manikapatna is an archeological site located on the sea coast in Brahmagiri block of Puri district in the state of Odisha in eastern India. Varieties of fermented milk products are produced and consumed throughout our country, however, majority of them uses cow milk as substrate. In Manikapatna curd on the other hand, milk of Chilka buffalo is the main substrates which makes its taste and consistency unique. Another peculiarity is that here instead of using standard starter culture, back slopping techniques of freshly boiled milk is used for fermentation of milk which makes the Manikapatna curd free from pathogens. The probiotic properties of indigenous microorganisms isolated from the Manikapatna curd have been reported by many researchers. Probiotic milk products can have several health promoting benefits such as modulation of the immune system, maintenance of gut flora, regulation of bowel habits, alleviation of constipation, and curing of gastrointestinal infections. This curd is prepared inside the basket made from fresh bamboo leaves so also wrapped by banana leaves which gives it an unique advantage of environment friendly packaging. It has a long shelf life and can be stored up to 7 days at room temperature. The appearance, colour, flavour, texture and taste of the stored curd remains same as fresh sample for days in room

temperature. As an ethnic fermented milk products this curd is rich in calorie content,

The beauty of this product is that like Kalanamak rice a beautiful mythological believe and story is attached to this product. Though the documented historical comprehensive cognition about the Manikapatna curd may not be enough and needs more research but one of the most popular stories relating to Lord Jagannath is that of Kanchi Avijana (journey to Kanchi) is popular in almost all households of Odisha. Purushottam Dev (king of Puri) when was being insulted by the King of Kanchi, marched his army on a campaign to Kanchi. At that time both Lord Jagannath and Lord Balabhadra, disguised as soldiers, mounted on white and black horses, proceeded towards Kanchi to help their favourite devotee in the war. On the way, at the village of Dahikhia, they met Manika, a milkmaid who offered them some curd. The two lords relished the curd and in exchange they gave her a ruby ring and asked her to give it to the King of Puri when he returned from Kanchi. When the victorious Purushottam Dev was returning from Kanchi, he stopped at Dahikhia. Manika showed him the ring. The wise king understood the divine play of the Gods and gifted the entire village, which henceforth got the name of Manikapatna. The word 'Manikapatna' is a combination of two words 'Manika' and 'Patana'; 'Manika', the name of a milkmaid, and 'Patana' meaning 'village'.

There is a huge opportunity to get creative and popularise Manika Patna Curd not only in India but also abroad. Marketing of traditional dairy products requires recipe modification particularly with respect to reduction of fat, sugar, microbial content and other parameters related to health and well being. In this regard the method of preparation of Manika patna curd needs to be standardized and nutritional content should be modified as per the national/international health standards. Training programmes, farm schools, exposure visit must be organised to teach the farmers about standard method of preparation. Farmers must be made aware about the quality control and nutritional safety of the product so also quality packaging and preservation of the product. It's marketing potential needs to be promoted. In order to have a mass appeal and universal acceptance we

may think of presenting this product with an alternate name (with consultation with the producers and all the stake holders) and branding and advertisement may carried out accordingly. The marketing potential can be further enhanced by organising special festivals and fairs where producers, sellers and buyers can interact closely. We can think of promoting this product as a health drink or nutritional suppliment to school children in mid day meal programme. Its marketing at national and international platform can be done by orientation of more restaurants in important citis both within India and abroad. Ultimately we can give this product a huge market through e-commerce platform. The entire world is inescapably caught in the web of globalization. The vast market potential abroad has to be tapped. Attractive packaging and display, increased shelf-life, better microbiological safety will go a long way in enhancing the popularity of Manika Patna Curd. With brands such as The Bombay Sweet Shop, Arq, and Khoya reinventing Indian desserts, maybe it is time that Manika Patna has its moment. That would be one way of making sure that our rich food culture, its stories live on and get the appreciation and recognition it deserves.

Product and market both are useless unless there is a product-market ecosystem in and around the producers, sellers and buyers. Sometimes the product may have a lot of potential and also has a big big market but unless the producers and sellers are given access to these markets those products will be worthless and it may so happen otherway that sometimes even though you have a great product it might just need a better name and a better story to resonate with your buyers. The way they had narrated incase of Kalanamak rice which is a term alien to many became an iconic product for a huge market just because it got named as Buddha rice. The question is, why can't we give our Manika Patna curd a huge market which has the blessings of lord Jagannath (as per mythology) with a beautiful name, proper branding and marketing strategy.

Letter To Editor

Good move by SEBI

As per reports, good initiatives are taken by SEBI recently for example, given the increasing complexity of market participants' conduct regulation, SEBI has tightened the responsibilities of intermediaries, particularly trading related entities. It has proposed that brokers be held accountable for their clients' actions in order to root out malpractices. Similarly, brokers and depository participants are asked to maintain websites that disclose a variety of standard information. Furthermore, in order to reduce money laundering avenues, it is planning to hold intermediaries accountable for enhanced KYC standards for their clients as per the recent reports. It has intended to create a centralised database of Foreign portfolio investment beneficial owners. SEBI has instructed regulated entities to implement best practises and improve their risk management systems. All of these regulatory steps will improve the quality, integrity, and stability of our securities markets by increasing disclosure, holding clients accountable for their actions, improving risk management practises, and reducing system/cyber vulnerabilities. It will, however, come at a cost to the intermediaries and their clients, depending on how much cost transfer the intermediaries are able to do in an increasingly competitive environment.

Vijaykumar H K Raichur, Karnataka

Assistant Director, (OVS-I), Veterinary Officer's Training Institute, Bhubaneswar. M-7788991216. email id - drgrm9@gmail.com.

A COMPLICATED SURGERY DONE BY DIVISIONAL RAILWAY HOSPITAL MALDA



Kolkata: Medical Department of Malda Division always striving hard to provide super speciality standard medical facilities to its serving as well as retired employees. In such an endeavour, the Divisional Railway Hospital, Malda conducted a Collar Bone Fixation Surgery yesterday, the first of its kind in the history of Divisional Railway Hospital. A male retired railway

employee, aged about 67 years old was admitted to Divisional Railway Hospital/ Malda with history of slip and fall 7 days back with trauma over left shoulder. Immediately after admission, all preoperative optimisation was completed and complicated surgery of Collar Bone Fixation was done by Titanium Locked Anatomical Clavicular Plate under supraclavicular block

by orthopaedic surgeon Dr. Sushovan Banerjee and Anaesthetist Dr. Partha Pratim Bhattacharya, Divisional Medical Officer, Malda. The entire surgery took approx. 2 hours and the implant was procured locally from hospital store. After the complicated surgery the patient is doing well. The unfaltering efforts of Malda medical team was able to bring the patient back to his normal life.

Protest Blocks Coastal Highway

New Delhi: The National Highways Authority of India (NHAI) has invited tenders for construction of an ambitious Coastal Highway project in three stretches. However, tender for Kakatpur-Earsama stretch has been halted due to steep protests by locals over the proposed route. This was informed by Union Minister of Road Transport and Highways, Nitin Gadkari in Rajya Sabha on Wednesday. In a written reply to a query of BJD MP Sasmit Patra, Union Minister said the entire project is divided into two parts; Rameshwar (near Tangi) to Ratanpur—having total

length of about 176 km; and (ii) Ratanpur to Digha—having total length of about 170 km. The stretch from Rameshwar to Ratanpur has been divided into four packages for implementation. Those are— Rameshwar-Puri (0 to 47 km), Puri-Kakatpur (47 to 91 km), Kakatpur-Earsama (91 to 134 km) and Earsama-Ratanpur (134 to 177 km). The bids for three packages viz. Package-I, II and IV have already been invited. However, there is protest for change in alignment in Package-III i.e. Kakatpur to Erasama due to which land acquisition is

affected, said Shri Gadkari. He informed that the works in Package-I, II and IV will start from next financial year 2023-24 and will be completed 30 months from the commencement of the project. "The bids for Package-III can be invited and work can commence only after the issues regarding alignment are resolved," he said. The work of preparation of Detailed Project Report (DPR) for the section Rameshwar to Ratanpur was taken up and the final DPR has been submitted on January 23, 2023, said the Union Minister, adding that the total expected expenditure

including land acquisition for this section of the project is estimated to be approximately Rs. 8000 crores. Similarly, the alignment for the Ratanpur to Digha stretch has been finalized and it is targeted for award in the FY 2023-24. The work would take approximately 30 months for completion from its commencement. The work of preparation of Detailed Project Report (DPR) for the section Ratanpur to Digha has been taken up and expected expenditure can be ascertained based on the outcome of the DPR, he stated.

In April 2015, Shri Gadkari himself announced the Coastal Highway project to boost tourism and communication to ports of Odisha. After that the project was delayed due to a political slugfest between the BJD and the BJP. Later, the Ministry of Environment, Forest and Climate Change refused to accord approval to the earlier alignment of the highway due to green norms. And, now, people from Balikuda block of Jagatsinghpur district are opposing the proposed route of the project. They want to pass the highway near their area as per previous plan.



The President of India, Smt. Droupadi Murmu visits INS Vikrant on board

Indian Navy, Royal Saudi Arabia Navy Prepare For Bilateral Naval Exercise

Mumbai: Indian Navy Forces, Royal Saudi Naval Forces on Thursday met in Mumbai and gave final touches to preparations for India-Saudi Arabia Naval Exercise 'Al-Mohed-Al Hindi-23' planned for May this year off Jubail in Saudi Arabia. This will be the second such Naval Exercise, the 1st one was in Aug 2021," the Indian Embassy in Riyadh tweeted on Thursday. "A team from Royal Saudi Naval Forces met

with the Indian side in Mumbai, giving final touches to the preparations for India-Saudi Arabia Naval Exercise, 'Al-Mohed-Al Hindi-23' planned for May this year off Jubail in Saudi Arabia. This will be the second such Naval Exercise, the 1st one was in Aug 2021," the Indian Embassy in Riyadh tweeted on Thursday. "A team from Royal Saudi Naval Forces met

between India and Saudi Arabia. The decision on the Bilateral exercise was taken during the Riyadh Summit held in 2019. The exercise aims to carry out tactical manoeuvres, search and rescue operations, and an electronic warfare drill to enhance interoperability. Meanwhile, terming the relationship with India a "top priority", Saudi Arabia Foreign Minister

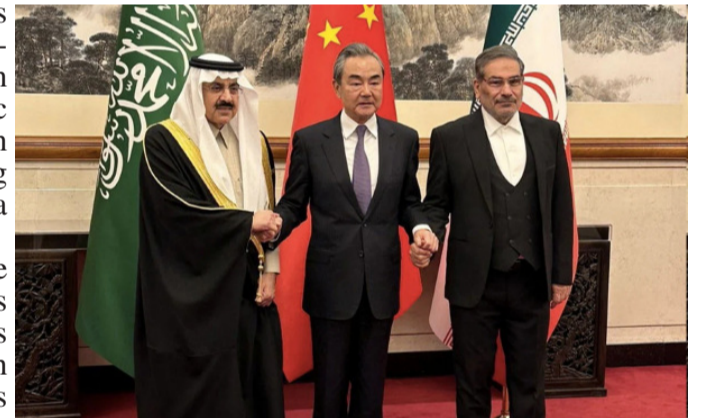
Farhan Al-Saud recently said that the relationship between both nations has grown exponentially, adding that there is a need for measurable progress in all sectors especially the economic and trade relationship. Highlighting the strong relationship between Prime Minister Narendra Modi and Crown Prince Mohammed bin Salman, the minister said that

both leaders want to see actual results, progress in relationship between the countries. "The relationship with India is a top priority and we need to have measurable progress in all sectors especially the economic and trade relationship," the Saudi Foreign Minister said in an interview with President of Observer Research Foundation (ORF) Samir Saran at Raisina 'Ideas Pod'. Al-Saud said the relationship between India and Saudi Arabia in the last five years, has grown exponentially.

"We have seen the reports in this regard. India has good relations with various countries in West Asia. We have deep abiding interests in that region," External Affairs Ministry Spokesperson Arindam Bagchi said. He was asked to comment on the pact. "India has always advocated dialogue and diplomacy as a way to resolve differences," Arindam Bagchi said without mentioning China's role.

hold the Corps Commander level talks at an early date. "I think there was a commitment on both sides to have the next round of commander level talks at an early date in the last WMCC that took place physically in Beijing. I do not have a date to share with you yet," he said. The Working Mechanism for

Consultation and Coordination (WMCC) on India-China Border Affairs had taken place three weeks back in Beijing. In the meeting, the two sides discussed proposals for disengagement in the remaining friction points along the Line of Actual Control (LAC) in eastern Ladakh in an "open and constructive manner". Following the meeting, the Ministry of External Affairs (MEA) said the two sides agreed to hold the 18th round of military talks at an early date to achieve the objective in accordance with the existing bilateral agreements and protocols.



BS Yediyurappa Surrounded By BJP Workers, Forced To Cancel Poll Campaign

Bengaluru: Rifts within the BJP in Karnataka were laid bare to the public today as former Karnataka Chief Minister BS Yediyurappa was forced to cancel a BJP election campaign in Chikkamagaluru district, after being gheraoed by party workers apparently supporting party national general secretary CT Ravi. Mr Ravi had dismissed Mr Yediyurappa's declaration that his son BY Vijayendra would contest from the family stronghold Shikaripura in Shimoga district in the upcoming elections, which triggered a friction that resulted in today's showdown. Dramatic scenes unfolded at Mudigere constituency this

afternoon as Mr Yediyurappa arrived to lead the BJP's Vijay Sankalpa Yatra. Sources said party workers and supporters of CT Ravi gheraoed his car, demanding that an assembly ticket not be given to MLA MP Kumaraswamy, who is eyeing another term at the Mudigere constituency. Mr Kumaraswamy, known for his unfiltered comments, is seen as a liability by a section of the party. Sources indicated that the demand for his removal was a challenge of sorts to Mr Yediyurappa to exercise his heft within the party. Following the chaos, Mr Yediyurappa, visibly upset, was forced to cancel the roadshow.

Visuals from the spot showed him leaving the location without participating in the yatra and CT Ravi, who was present at the spot, walk with his supporters in the other direction. Ahead of the elections due in May, infighting has peaked in the state BJP. In Kortagere, ticket aspirants were seen fighting ahead of the visit of Chief Minister Basavaraj Bommai today. Cellphone videos from the spot showed aspirants for the Kortagere assembly seat -- Lakshmikant and Anil Kumar -- engage in a public spat. The argument was over putting up flex and banners in the area. The BJP came to

power in Karnataka in 2019 after the coalition government of HD Kumaraswamy and the Congress crashed a year after it was elected. The party is hoping for a second straight term, but is hamstrung by infighting. Mr Yediyurappa, the BJP's tallest leader in the south, had to step down from the top post in 2011. This time, he said he would not contest the election but work behind the scenes. His younger son BY Vijayendra may contest from his seat Shikaripura. The BJP has been unwilling to give Mr Vijayendra ticket or party post to ward off allegations of dynastic politics.



The Minister of State for Consumer Affairs, Food & Public Distribution, Environment, Forest and Climate Change, Shri Ashwini Kumar Choubey presents the awards at the Celebration of World Consumer Rights Day 2023, in New Delhi

Task Force Formed, 399 Teams Deployed To Odisha moots special task force to tackle forest fire

Bhubaneswar: The state government has constituted a special taskforce for devising strategy to contain forest fire in Odisha. This was revealed by Forest, Environment and Climate Change Minister Pradip Kumar Amat in the Assembly today.

“The state government is applying special technology to douse forest fire. A taskforce has been constituted to provide advice to the government on the issue,” Amat said while replying to an Adjournment Motion moved by Opposition



BJP and Congress in the House today. As many as 399 teams have been deployed across the state to douse the forest fire. The teams have been provided with modern equipment. A round-the-clock control

room has been set up to monitor the situation, added the minister. As many as 22,786 fire points were reported across the state till March 13. The Forest department

employees have managed to douse the flames at 22,316 points, Amat said. Earlier, Congress MLA Santosh Singh Saluja alleged a nexus between the timber mafia and Forest department officials in Odisha.

“Several officials of the Forest department including a few Divisional Forest Officers (DFOs) and Forest Rangers are involved in massive corruption. Our state will turn into a desert if we fail to contain the forest fire at the earliest,” said the Congress Legislator

while speaking during the Adjournment Motion.

He also sought to know how many persons have been arrested for lighting fire inside the forests. “The state government should clarify regarding the amount spent under the Compensatory Afforestation Fund Management and Planning Authority (CAMPA) for planting saplings,” Saluja said.

The BJP MLAs stage a walkout expressing displeasure over the minister's reply to the Adjournment Motion.

BHUBANESWAR: In a bid to control forest fire the state government on Wednesday decided to constitute special task force at panchayat level to tackle the menace quickly and more effectively. Apart from sarpanches and local elected representatives, members of Mission Shakti, youth club and voluntary organisations will be members of the task force which will assist the field staff of the Forest department in fighting wildfire.

With the meteorological

department predicting a harsh summer which may augment rapid spread of forest fire to more areas, a high level meeting chaired by chief secretary Pradeep Jena directed the Odisha State Disaster Mitigation Authority (OSDMA) for advance deployment of ODRAF team to areas susceptible to forest fire.

The chief secretary directed district collectors, superintendents of police, divisional forest officers, fire officers and other district level officials

who attended the meeting through virtual mode to instruct field officials like tehsildar, block development officers, range officers and police officers to keep a close watch in their areas of jurisdiction and report to the state government on forest fire on daily basis. He further directed the district administrations to take stringent action against those who are setting fire in forests and award those who provide information about the anti-socials involved in such crimes.

Odisha: 73,365 base level posts lying vacant in govt depts



BHUBANESWAR: Even after introduction of combined graduate recruitment examination to avoid multiple tests for selection and appointment of staff in Group-B and Group-C posts within a reasonable time, the government continues to grapple with a huge number of vacancies in the base level post of all departments. The total number of vacancies in base level post of all departments was 87,424. The government managed to fill up only 14,059

posts in the current financial year till December 28, 2022, leaving a vacancy of 73,365 posts. “The empowered committee of the state government has approved filling up of 40,694 posts and requisitions have been made to different agencies to initiate the process of recruitment in 33,416 vacant posts,” said the departmentally-related standing committee in its report after scrutiny of demand for grants of General Administration department.

In view of the huge vacancies at base level posts due to restriction on recruitment by the Finance department since 2001, the state government constituted a five-member empowered committee headed by additional chief secretary of the department in 2014 for granting permission for filling up base level posts. “The empowered committee will consider the proposal of the departments for filling up of vacancies by direct recruitment and grant permission

for filling up of base level vacant posts in Group ‘B’, ‘C’ and ‘D’ by direct recruitment, abolition of redundant vacant posts and redeployment of personnel in active positions,” the government resolution said.

A large number of base level posts are still lying vacant even after eight years of constitution of the empowered committee. The Odisha Staff Selection Commission which has been mandated for recruitment of candidates in Group B and C posts has sponsored 11,057 candidates during 2022 while the Odisha Subordinate Staff Selection Commission (OSSSC) responsible for selection of candidates for Group B and C posts in district level has received requisition for recruitment of 11,889 posts till January 2023.

Pradhan praise for Mahtab makes buzz in Odisha political circles

BHUBANESWAR: Union Education Minister Dharmendra Pradhan has the tongues wagging in the political circles here after he described veteran BJD MP Bhartruhari Mahtab as the ‘Bhisma Pitamaha’ in the Kaurava sena in Odisha. release function in New Delhi on Tuesday. Besides exposing the growing animosity between the two main rivals in Odisha politics, BJD and BJP, Pradhan's statements also pointed towards the growing bonhomie between the saffron party and the six-time BJD MP from Cuttack. His closeness to the BJP



central leadership has also given rise to speculation about his future political plans. Targeting the Odisha government over the state of women in Odisha, Pradhan described those in power in the state, have not read Jagyaseni (the story of Draupadi), the award winning novel written by Pratibha Ray and are not aware about the sensibilities of

women. Stating that Mahtab has brought immense pride to Odisha as a six-time MP, he said like ‘Bhisma Pitamaha,’ he will choose when to end his political career. But statements like he can not win even a councillor's post was totally uncalled for, he said while referring to a recent statement made by a BJD leader against him.

Pradhan did not stop here from praising Mahtab. He stated that Prime Minister Narendra Modi also likes him. Recently, Mahtab had raised eyebrows after he wrote an editorial wherein he pointed at police action

against BJP youth activists during a rally in Bhubaneswar. Mahtab also maintained at the meeting that Pradhan was not fully forthcoming about the reign of terror prevailing in Odisha to protect him from any kind of trouble. The developments had its echo here with leader of Opposition Jayanarayan Mishra stating that the prime minister wanted the veteran BJD MP to be the deputy speaker of the Lok Sabha. Describing Bhartruhari as a talented person, Mishra said his performance in the Lok Sabha is praiseworthy.



2023-2024

ADMISSION OPEN

Maharishi Public School, Baripada

STD-NURSERY TO VIII

ENROLL YOUR CHILD TODAY

(Special discount for new admission before 15.03.2023)

Find the Difference

- Small Classes
- Experienced, trained & loving teachers.
- Individual attention to each child.
- Regular meditation and yoga.
- Unique exam system, evaluation & Principles etc.

25% reservation as per RTE Act (2009)

MAHARISHI PUBLIC SCHOOL

Baghra Road, Baripada

For details

Contact :

Call-9438102188, 06792-255227

Time : 8.00 A.M. to 12.00 noon

E-mail- mps.bpd@gmail.com



Find us on

Facebook.com/Mps, Baripada

Celebrate World Sleep Day sale with Amazon.in

Bhubaneswar: Sleep is a crucial element of everyone's overall health and wellbeing. So, let's gift ourselves quality sleep and a sound mind as Amazon.in brings exciting deals and offers this World Sleep Day with its sale planned from 15th - 19th March. Customers can avail up to 75% discount on Mattresses, beds, pillows, bedsheets, and all your sleep essentials on Amazon.in's one-stop destination and convert their home into a happy world. Get access to 1000+ deals across 50+ top brands and get your sleep solution this World Sleep Day. Customers can get up to 10% instant discount on ICICI bank credit cards and EMI offers while shopping for your everyday sleep

essentials. Customers can also avail benefits like scheduled delivery, quality-verified* selection, and no-cost EMI for upto 24 months* across popular brands such as The Sleep Company, Livpure, Amazon brand Solimo, Duroflex and Sleepy head among others. The Sleep Company SmartGRID Ortho Mattress: This SmartGrid mattress with Ortho technology ergonomically adjusts to any body type by providing the utmost support to your spine. It comes in three variants - 5", 6" and 8". The mattress is made from food grade material and hence completely safe for your family. Get this on Amazon.in at INR 27,990. Sleepyhead Flip - Dual

Sided High Density Foam Mattress - Sleepyhead flip offers all new flappable double sided mattress. One side is layered with high density foam that aligns your body perfectly and the other one is the softer side, which has a comfort layer that cushions you. Get this on Amazon.in at INR 10,359. Wakefit Mattress - Wakefit's Orthopedic Memory Foam Mattress improves the quality of your sleep by naturally aligning your spine. The mattress has differential zones to support parts of your body and cradles your body to give you a good night's sleep. Get this on Amazon.in at INR 14,626. Livpure Smart Ortho CurvX Memory Foam Mattress - A mattress that

adapts to the shape of your body to facilitate deep muscle relaxation. It has advanced microclimate aerospace breathable foam that allows heat from your body to pass through, making for a cool and temperature neutral sleeping environment. Get this on Amazon.in at INR 12,073. Doctor Dreams by Nilkamal Hybrid Wood and Metal Structure Grande King Size Bed-TheDoctor dreams Bed is spacious and convenient to sleep on. The storage space you get with this classic piece of furniture makes it the perfect bed of your dreams. The premium look and feel of the bed are unmatched. A classic piece of furniture that you don't want to miss. Get this on Amazon.in at INR 11,999. Amazon Brand - Solimo Tucana Engineered Wood bed - This Solimo engineered wood bed reflects quality and durability. This premium-quality engineered wood bed that has undergone more than 20 safety and

quality tests is ideal to give that glossy finish to your room. This spacious bed comes with a capacity of 360 kgs, get this on Amazon.in at INR 9,999. Solimo Roland 5 Seater L Shape Sofa cum Bed - The Solimo Roland 5 Seater L Shape foldable sofa bed conveniently converts to a comfortable bed when required. With minimum fuss you can provide a cosy sleeping space for visiting family and friends. Being durability tested with 100 kg on each individual seat and backrest for 20,000 cycles and armrest stability tested with 40 kg dynamic loading for 10,000 cycles, it is built to last. Get this on Amazon.in at INR 18,899. uberlyfe 2 Seater Sofa Cum Bed Jute Fabric Washable Cover with 2 Cushions - With the ultimate space saver solution, it's 3 in 1 sofa bed i.e Gametime lounge, daytime sofa and nighttime bed. It is easy to maintain with removable zipper cover for easy dry clean.

ASUS expands its consumer notebook lineup in India with AMD Ryzen 7000 series laptops

Bhubaneswar: ASUS, today announced the expansion of its consumer notebook lineup with AMD Ryzen 7000 Series for the Indian market. Designed for young professionals, entrepreneurs & lifestyle enthusiasts the new range of laptops includes the flagship ZenBook 14 OLED along with VivoBook Series and latest VivoBook Go Lineup. The pricing of the new ZenBook 14 OLED starts from INR 89,990, the VivoBook Go 14 from INR 42,990, the VivoBook Go 15 OLED from INR 50,990, and VivoBook 15X OLED at INR 66,990. ASUS has also introduced the VivoBook Classic family with VivoBook 14/15 OLED and VivoBook 16 models starting from INR 55,990. These laptops will be sold online (ASUS e-shop/ Amazon/ Flipkart) and offline (ASUS



Exclusive Stores/ ROG Stores/Croma/Vijay Sales/Reliance Digital). The ZenBook 14 OLED is powered by the latest AMD Ryzen 7030 series of processors with high 28W performance and up to 8 cores. The VivoBook Go lineup is powered by AMD's new Ryzen 7020 series of processors. Commenting on the

launch, Arnold Su, Business Head, Consumer and Gaming PC, System Business Group, ASUS India, said "With the aim & vision to tap the number 1 position in the Consumer Notebook segment in India in 2023, we are focused on introducing the latest tech innovations across categories.

IIFL Home Finance launches India's first handbook for affordable green housing

New Delhi: India's leading home loan company, IIFL Home Finance has launched India's first handbook for affordable green housing to provide consumers, builders and the construction ecosystem with a definitive framework for building green homes.

The handbook conceived by IIFL and renowned architect Mr Ashok Lal was recently launched at a virtual event attended by leaders from the industry regulator, corporates, funds and socially responsible housing community.

Speaking at launch, Mr S.K. Hota, MD, National Housing Bank, the housing finance sector regulator said, "The need of the hour is to take green buildings to residential housing and more particularly to the ones in affordable

housing segment. It is a myth that green housing is only for the premium segment and is not viable for the affordable housing segment."

Mr S. Sridhar, Chairman, IIFL Housing Finance Ltd said, "Our vision is to mainstream sustainable housing and by sustainable housing we mean green affordable housing in India." Mr Monu Ratra, CEO, IIFL Home Finance, who has been a pioneer through his green housing in India and brain behind this book said, "Books last forever and this handbook is our contribution towards sustainable affordable housing in India."

IIFL Home Finance has already been propagating the idea of affordable green housing in India, through 'Kutumb' and addressing issues of financing,

technical know-how and creating a common platform for solution. With the intent of reducing carbon footprint and supporting climate action in the long-run, IIFL Home Finance provides extensive support from inception to delivery of the project through their highly skilled technical team of 'Green Value Partner'. Considering the housing needs of a billion plus population, green affordable housing is the only way forward to prevent climate crisis while ensuring social impact. Appreciating, IIFL Home Finance's efforts, Susan Olsen, Senior Specialist, Private Sector Financial Institutions, South Asia-ADB said, "We need to find more companies like IIFL Home Finance Ltd. who have the vision to support green affordable housing construction."

Amrita Vishwa Vidyapeetham's Women-Only Cybersecurity Conference ShaktiCon to begin April 9

Bhubaneswar: More than 3,000 women hackers from India and around the world are expected to attend Amrita Vishwa Vidyapeetham's three-day global conference on cybersecurity called ShaktiCon that begins on April 9, 2021. In the run-up to the event, a 36-hour, women-only Capture the Flag (CTF) contest would be held from April 3-5, 2021, in which contestants will face challenges from the fields of cryptography, reversing, forensics, Pwn and web exploitation.

ShaktiCon is a completely free global conference focused on inspiring, training, and upskilling women in the field of cybersecurity. It offers training programmes to nurture women talent in the field, a global cyber-security conference with talks and panel discussions by leading women professionals in cybersecurity, and a women-only CTF hacking contest to showcase talent and win prizes and scholarships. The event is organized by Team Shakti, India's first and

top-ranked women-only CTF team of Amrita Vishwa Vidyapeetham. The pre-conference global cybersecurity contest held in December 2020 attracted more than 1,500 women hackers with 828 teams from five continents. The participants, which have now grown to more than 3,000 women, received free access to premium learning platforms such as TryHackMe and PentesterLabs, practice challenges and training videos. They will be attending the upcoming ShaktiCon conference and participating in the CTF hacking contest.

Said Prof. Vipin Pavithran, Assistant Professor, Amrita Center for Cybersecurity Systems & Networks, Amrita Vishwa Vidyapeetham, who is the organizer of ShaktiCon: "Cybersecurity is considered a masculine domain and most women don't see it as a viable career path. The cybersecurity industry needs more women, and also has to open up for them." Demand is

outstripping supply in this field. In the next five years, the number of jobs in cybersecurity will triple. Over 3.5 million new cybersecurity jobs would be created in 2021 alone. Despite this, women comprise only 20% of the total workforce in cybersecurity, and only 1% of them are in top leadership positions. The future of the cybersecurity industry depends on its ability to attract, retain and promote women, who represent a skilled and under-tapped resource." He added: "The focus of our annual conference ShaktiCon is advancing the leadership and professional development of women in the field of cybersecurity and showcase the next generation of offensive and defensive security technologies. ShaktiCon offers a platform for female researchers and hackers from around the world to close the skills gap with men and help fix the gender gap in cybersecurity."

A year after amalgamation: PNB 2.0 emerges stronger to play a greater role in nation-building

New Delhi: Indian banking industry witnessed the mega consolidation exercise on 01st April 2020, which reduced the number of Public Sector Banks from 19 to 12 at present. Erstwhile Oriental Bank of Commerce and United Bank of India were amalgamated with Punjab National Bank to

create one of the largest banking behemoths in the country with total business exceeding ₹18 lakh crores. PNB now has a wide presence across the country with its 10,800+ branches, 13,900+ ATMs and 12,300+ Business Correspondents with One lakh plus strong workforce.

With the first

anniversary of the mega consolidation, PNB has completed the integration of business, people and technology to prepare the Bank to realize gains from the synergies of amalgamation.

Commenting on the bank's significant progress since the amalgamation, Shri CH. S. S. Mallikarjuna Rao,

MD and CEO of PNB, said, "We have completed our technology integration in the record time by December 2020, to be able to focus on the business priorities from year 2021 onwards. We have also realigned various internal processes and revamped the organization structure

to position the Bank as customer-centric and future-ready. Seamless integration and harmonization of products, processes, distribution channels, creation of specialized units and technology platform have benefited customers in terms of wider products offerings and better service experience."

Aegon Life introduces Work from Anywhere (WFA) policy for all its employees

Mumbai: Aegon Life, India's leading digital life insurance company, is leaning in to the new normal by introducing a "Work from Anywhere (WFA)" policy effective April 1st, 2021. With the introduction of this practice, all Aegon Life employees will have the

flexibility and convenience to work from anywhere in India and contribute to organisational growth.

Sunita Rath, Chief People Officer at Aegon Life shares, "We have always held the belief that people are our key assets and emphasized

the need for the right practices that can empower our people. The WFA policy that we have introduced upholds this belief." She further adds, "We have constantly redefined the sector in which we operate, right from being the pioneers of online

term plans in India, to becoming the leading digital-only life insurance company in the country. We are not only the first life insurance company but are amongst the first organisations in the country to formally adopt a fully WFA work policy.

Needless to say, we will still have our office space to enable employees to meet, brainstorm, connect and collaborate. With WFA as our new normal, we will adopt other suitable digital tools and solutions to engender a culture of agile policies and proactive support."

Celebrate the festival of colors using McDowell's #YaariKeRang pack

Bhubaneswar: McDowell's No1 has launched a new limited-edition pack (LEP) to celebrate the festival of colors this year. This New No1 pack #YaariKeRang comes in beautiful golden and silver packaging with a dash of yellow, blue, and pink splashes, signifying the occasion in all glory. Just like colours, friendships have no boundaries, and this exciting pack is here to make rendezvous with your years a kaleidoscopic experience. Divyennu, ShwetaTripathi and Vijay Varma, the years of the popular show Mirzapur, have come together to introduce an exciting way to celebrate the festival of colors with the help of technology. In a new enthralling branded video content, the stars show how the Limited-Edition pack enables Yaars to add colours to each other, express themselves and celebrate virtually. In the video, Divyennu splashes colour on Vijay Varma by scanning the pack's QR code to begin the celebrations.

The LEP has a QR code that enables yaars to add colours to each other and celebrate the festival while sharing it virtually with them on social media. McDowell's No1 has always been an enabler of strong bonds of friendship and has yet again brought yaars together through music, colours and technology.

Amarpreet Singh Anand, Executive Vice President and Portfolio Head, Marketing, Diageo India, said, "At McDowell's No1, we believe in the power of deep friendships (Yaari). Our McDowell's team thought about an interesting digital intervention leveraging which you can still colour your friends & spread some fun & yaari. The team collaborated with the famous Mirzapur actors Divyennu, ShwetaTripathi and Vijay Varma to build a more culturally relevant narrative."

CSR: MCL to set-up around 100 smart classes in three Odisha districts



Sambalpur, March 16, 2023: Mahanadi Coalfields Limited (MCL) has signed a Memorandum of Understanding (MOU) to set-up 100 smart classrooms in Jharsuguda, Sundergarh and Mayurbhanj districts of Odisha. The MOU signed by General Manager (CSR) on behalf of

MCL and Assistant Manager (Project In-charge (Digital Education Services), on the behalf of EdCIL (India) Ltd., a Government of India Enterprise, with respective district administration. This CSR initiative will help in digitalisation of education and minimise digital

divide among children studying in government schools in these three districts. MCL, a leader in CSR in Odisha, is playing a vital role in supplementing government initiatives towards socio-economic development of underprivileged sections of the society.

'Our biggest win in the shortest format' - Habibul Bashar on England whitewash

Dhaka: Bangladesh are riding high after whitewashing T20I champions England in the just concluded three-match series at home. The result is all the more sweeter, given that the home side had lost the ODI series held earlier in the month.

Whether it is their biggest win or not in the shortest format is a matter of discussion considering they have also triumphed over New Zealand and Australia but there is a basic difference between those wins and the one they achieved recently. Although Bangladesh won the series against Australia and New Zealand, those results hardly proved beneficial in the long run as they lost all the matches of the group stage in the ICC T20

World Cup in 2021.

Fingers were pointed at the approach taken by Bangladesh during that point of time as the wickets were low and slow which forced those teams to surrender without even putting up a proper fight. However, against England, it was certainly a different ball game altogether which certainly indicates that it's a new start for them, if not anything else.

"This series win (against England) is definitely our biggest win in the shortest format. We won against Australia and New Zealand but there were talks regarding wickets and all those things but this time round it was not the case and even then we beat the world champions," Habibul Bashar, member of BCB's selection committee told Cricbuzz.

"It was a bit slower but they were good batting tracks as the batsmen got runs while the fast bowlers picked wickets as well as the spinners and honestly the way we played it certainly deserves to be up there," he said.

"Now it seems the team is confident that we don't have to play on those surfaces (that is low and slow in nature) to win matches," he said.

Bashar added that though the win came during the stint of Chandika Hathurusingha, he felt that the former T20I technical consultant Sridharan Sriram - who took charge of the side before the Asia Cup - deserved major credit for this turnaround.

Bangladesh's dismal performance in the shortest format had prompted BCB to go for



split coaching by handing the responsibility of the shortest format to Sriram and Tests/ODIs to Russell Domingo. BCB then decided to bring Hathurusingha as the all-format head coach after Domingo decided to step down and later

stated that they were not ready to include Sriram in the coaching set-up in the present scenario. Sriram during his short stay with the Bangladesh national team always emphasized on intent and impact and it looks like they have come up with the brand of cricket that

the former Indian player always dreamt his charges would play.

"This is the brand of cricket Sriram always wanted us to play and now we have started playing such kind of cricket," Bashar said. "Certainly when you start something new you

will need those kinds of players and most importantly, performances! And now we have begun to deliver. Now we should back them (the youngsters)." Bangladesh have excelled with bat and ball but what made the big difference between the two teams certainly was the fielding as they looked energetic and showed excellent body language which is a prerequisite to do well in the shortest format.

"It's a blessing that the cricketers we picked are generally good fielders but more than that I feel Chandika at the start of his tenure has made everyone understand the importance of fielding and he is making sure that we don't lag behind as a fielding unit," he said.

"I think the best part was

that the players responded and were keen to improve their fielding as they understood there is no other way apart from it," he said.

Bashar added that Bangladesh's biggest strength now remains in the fact that they have got some wicket taking bowlers which is very important to do well in T20Is.

"Look, earlier we used to bowl well but somewhat we had a defensive mindset but now we are going after wickets and the way Hasan yorked Buttler (in the second T20I) was a perfect example of taking that aggressive route. Earlier in similar conditions our approach was like we would check the runs but now we are going after wickets and that is a big change mentality-wise for us as a bowling unit," he said.

Harmanpreet Kaur has been unstoppable in Women's Premier League: Sushma Verma

MUMBAI: Gujarat Giants wicketkeeper-batter Sushma Verma has conceded that India and Mumbai Indians captain Harmanpreet Kaur is unstoppable with the bat at the moment, after she scored a quickfire 51 in their Women's Premier League (WPL) game.

Kaur hit seven fours and two sixes to turn around the game in the favour of Mumbai Indians, taking them to a competitive 162/8 in 20 overs.

In reply, Gujarat Giants could manage just 107/9 in their quota of 20 overs, losing by 55 runs here at the Brabourne Stadium on Tuesday.

Verma said even though Gujarat Giants executed their plans well against Kaur, it is difficult to stop batters like her when they are in form.

"It is difficult to stop batters like Harman when they are in such

good form," Verma told the media after the match.

"We had planned on how to bowl at her and I do not think she would have found run-making that easy. From behind the wickets I could see that the bowlers hit the right spot against Harman but she used the shorter part of the ground very well," Verma added.

"Harman is unstoppable right now, but it also matters how well you are able to execute your plans, which I thought was better in our case today," she said.

Verma said Gujarat Giants failed to build partnerships at the top which resulted in their second defeat against Mumbai in as many games.

"It was a chaseable target and it would not have been so difficult towards the end had we got partnerships in the



top four. Our execution was good in order to stop Mumbai Indians (from getting a big total). The first innings went according to our plans which was a big positive, and it will also give confidence to the bowlers and fielders for the next matches,"

Verma said.

Verma is confident that Gujarat batters will be able to perform in unison.

"It is important for us to win the remaining three matches. Our batting has not fired yet but hopefully they are able to turn around things

in the remaining games," she said.

Mumbai Indians and New Zealand all-rounder Amelia Kerr heaped praise on captain Kaur for her match-winning knock. "She is very experienced and knows her game. To bat alongside her takes pressure off you because you know you are going to score off most balls and build partnerships," Kerr said. Talking about Nat Sciver-Brunt who played an all-round role with a solid 36 off 31 balls and 3/21 in four over, Kerr said, "I think she is the best player in the world so I am not surprised with the performances that she has put up. Bat, bowl or field, she does everything so well. Having her on the team and seeing her go out and go about the way she does is outstanding. She is one of the best players in the world, if not the best."

Australian spinner Kuhnemann returns home with 'some awesome tips' from Jadeja

NEW DELHI: Rookie Australian left-arm spinner Matthew Kuhnemann, who made an impressive debut in the Test series against India, said he has received "some awesome tips" about his craft from star all-rounder Ravindra Jadeja.

Kuhnemann said Jadeja stuck to his "promise and spent about 15 minutes talking about everything" after India clinched the series 2-1 following the drawn fourth and final Test in Ahmedabad on Sunday. "It was probably about 15 minutes, he (Jadeja) was just giving me some awesome tips; we talked about everything," Kuhnemann was quoted as saying by Fox Cricket. "He gave me some good tips for the next time we're in the subcontinent and some tips to go back home with as well."

The 26-year-old Queenslander was flown in as a replacement for



leg-spinner Mitchell Swepson who left home for the birth of his first child ahead of the second Test in Delhi.

The inexperienced spinner has often struggled to get into the Queensland side when Swespon was available and has 35 wickets at 34.80 in 13 matches. But he had impressed in the ODI debut against Sri Lanka to be called for the India series and Kuhnemann did not disappoint, finishing with nine wickets in three Tests.

He claimed six wickets, including a maiden five-

for, to play a key role in Australia winning the third Test at Indore.

It was Australia's veteran spinner Nathan Lyon who arranged the interaction between Kuhnemann and Jadeja after the Ahmedabad Test. "Nathan Lyon helped organise it as well. He (Jadeja) was really impressed with Todd, 'Gaz' and myself so that was really cool to hear that from him."

"He was really nice and just said any time to reach out, and even sent me a message on Instagram, so that was pretty cool," he added.

State Bank of Pakistan pull up PCB over PSL's crypto currency links

New Delhi: The State Bank of Pakistan (SBP), the country's central bank that monitors all other banks, has taken objection to Pakistan Cricket Board's (PCB) association with a couple of sponsors, directly and indirectly, for the Pakistan Super League (PSL). The banking regulator has said the association with a crypto currency unit is a contradiction of the national stand on virtual currencies.

In a letter addressed to Salman Naseer, the chief operating officer (COO) of the PCB, a senior official of the SBP said the sponsorship deal with crypto currency would entice viewers of Pakistan to enter into

the prohibited domain of Crypto/virtual currencies.

"It has been observed that PCB has engaged Best Fintech Investment Coin (BFIC) as 'Official Technology Partner' of PSL Season 8. We would like to highlight that BFIC is a crypto currency and in terms SBP's BPRD circular No 33, dated April 6, 2018, all Banks/DFIs/Microfinance Banks and Payment System Operators/Payment Service Providers have been prohibited from dealing in/promoting virtual currencies.

"This represents the regulatory stance of SBP on crypto currencies/virtual assets. Therefore,

promoting a crypto currency through the event of PSL 8 would not only contradict the aforesaid stance but would entice the viewers of Pakistan to enter the prohibited domain of crypto/virtual currencies," said a letter written by Yaser Arafat, Senior Joint Director of SBP on March 8. The letter has been copied to the secretary, Ministry of Inter-Provincial Coordination, Islamabad, and the secretary of ministry of finance (sic)."

The regulating bank has also taken serious note of Karachi Kings having a sponsor which, it said, is a surrogate brand for a sports betting website,



which are prohibited in the country.

"Similarly, it has been observed that a prominent franchise of PSL season 8, namely Karachi Kings has signed 1XBAT as Titanium Sponsor. We would like to highlight that 1XBAT appears to

be a surrogate brand of a sports betting website, i.e., 1XBET which allows the users to bet on a wide variety of popular sports such as cricket, football, basketball, volleyball, etc (sic)," the letter said. Further the letter said,

"Apparently both these websites/domains are foreign controlled and thus any usage of their services by residents of Pakistan would result in outflow of precious foreign exchange of the country. Since, neither these entities, nor PCB has obtained any

permission from SBP to take out of Pakistan any money earned by them from resident Pakistanis, any transfer of funds from their operations in Pakistan will be in violation of Foreign Exchange Regulation Act, 1974 (sic)."

The SBP signed off the letter with an advisory which read, "In view of the foregoing, PCB is requested to ensure that these platforms do not offer any service in Pakistan, which will result in outflow of funds from Pakistan (even through informal channels). Besides, PCB is also requested to devise a code of ethics for its franchises. Obligating them to abide by the laws of the land while

selecting international sponsors (sic)."

When reached out for a comment, Karachi Kings owner Salman Iqbal told Cricbuzz that the SBP's objections are not tenable. "In response to your queries as to whether I have any association or affiliation with the 1XBAT or 1XBET website and, therefore, the objections of the State Bank of Pakistan are not tenable. Plus one of the Karachi Kings sponsors was 1XBAT not 1XBET," he said.