

loan and during the election are different. “The complaint has been lodged against Begunia MLA Rajendra Sahoo for submitting two different pairs of Matriculation certificates, PAN card, and Voter ID while availing loan from the bank and contesting Assembly polls. Various information including his date of birth provided in the documents differs,” said the petitioner’s advocate Santosh Kumar Subudhi. However, no comments could be obtained from Sahoo regarding the allegations made against him.

SOA Pacts With VN Varsities

Bhubaneswar(KCN): Siksha 'O' Anusandhan Deemed to be University (SOA) on Tuesday signed a Memorandum of Understanding (MoU) here with the Department of Education and Training of Vinh Long province of Vietnam with the objective of promoting bilateral cooperation in the field of education and training. The MoU said that the collaboration intended to enhance the existing friendship and convergence between India and Vietnam in educational activities, cultural exchanges and other activities. Three other separate MoUs were also signed between SOA and Vinh Long University of

Technology Education (VLUTE), Vietnam, University of Cuu Long, Long Ho, Vietnam and Putin Animal Feed Company Limited, Vinh Long City, on the occasion. The Vietnamese delegation was led by Dr. Nguyen Thi Quyen Thanh, Vice-Chairman of the People's Committee of Vinh Long province. The MoU between the Vinh Long Education Department and SOA underlined mutual cooperation to create learning opportunities for students of the two countries and promote mutual relationship and understanding through cultural and student-teacher exchange. The areas of

cooperation will include higher education with stress on information technology, nanotechnology, cyber security, biotechnology and promotion of Vietnamese and Indian cultural studies and exchanges. The two parties will also focus on cooperation in scientific research and conversion of progress in science and engineering into economic development with special emphasis on agricultural economy. The agreement between SOA and VLUTE aimed to promote understanding, strengthen cultural link, create opportunities for exchange of students, faculty members and



others and enable VLUTE lecturers to undertake Ph.D. programs offered by SOA. Similarly, the MoU signed between SOA and University of Cuu Long has the objective of knowledge transfer through development of collaborative and multi-disciplinary research

projects, organization of joint academic, scientific and cross-cultural activities, short and long term exchange of research and teaching personnel and students. The MoU signed between SOA and Putin Animal Feed Company Limited aimed to promote cooperation in

soft skill training, consulting and career orientation for Vietnamese students. The Vietnamese company will extend training as per the needs of the market and create opportunities for businesses to interact with students. Prof. Pradipta Kumar Nanda, Vice-Chancellor

of SOA signed the MoUs while Mr. Truong Thanh Nhuan, Director of Vinh Long Department of Education and Training, signed on behalf of the department. Dr. Nguyen Minh Sang, Vice Rector of VLUTE, Prof. Luong Minh Cu, Associate Professor of

University of Cuu Long and Mr. Nguyen Tan Thu, Director, Putin Animal Feed Company Limited, signed the other MoUs. Prof. Nachieketa K. Sharma, Director, International Relations and University Outreach Program, welcomed the Vietnamese delegation. Prof. Sitikantha Mishra, Pro-Chancellor of SOA, Prof. Manjula Das, Controller of Examination, Prof. Anup Samantaray, Dean, faculty of Management Sciences, Prof. (Dr.) Sanghamitra Mishra, Dean, faculty of Medical Sciences and Prof. Neeta Mohanty, Dean, faculty of Dental Sciences, among others, were present.

Geo-Informatics For Devp.



Bhubaneswar(KCN): Workshop on Geo-Informatics for Development was organised here at Bhubaneswar by Centre for Environment and Development (CED) Eastern Region Centre, Bhubaneswar. Geographic Information system is a technology that has revolutionised the way we understand and analyse our world. It provides a platform to store, manage and analyse geospatial data to help make informed decisions in variety of fields. Dr. Babu Ambat Executive Director CED inaugurated the workshop. Among others Dr. Jayachandra

Kannamedagu Chief GIS Expert CED Hyderabad, Dr P.K.Das Chief GIS expert CED Bhubaneswar, Dr L P Pattanaik OSD-Chief Town Planner and Dr Priyanka Mishra, KIIT School of Architecture & Planning joined the workshop and delivered on the occasion. From Urban planning to natural resources management GIS has proven to be an indispensable tool in solving complex issues. It provides valuable data insights, technologies that can improve the quality of life, promote economic growth and protect environment. As technology continues to advance and

geoinformatics become more accessible its role in sustainable development will only become more pronounced and impactful. Therefore there always has been a need to discuss and deliberate on different aspects of geoinformatics, especially its crucial role in development sector. Geoinformatics has a crucial role to play in the field of Urban & Rural planning, inclusive planning in development, disaster management, disaster risk reduction, environmental conservation, biodiversity conservation,

agriculture & food security, water resources and water supply, storm water drainage, solid waste management, health services, health epidemics, out breaks and pandemics, infrastructure development, infrastructure resilience, water source management, land tenure and property rights energy planning, natural resources management, transportation, education and literacy, e-governance, citizen interface etc. In this context the prime objective of the workshop is to introduce various aspects of geoinformatics through faculties, export participation and students who wish to build a career in the domain by bring them to a common platform to share knowledge and practices relating to GIS & Remote Sensing. At the outset Pradeep Harichandan Director CED Bhubaneswar gave the welcome address and managed the workshop.

Rajarani Fest Kick Starts

Bhubaneswar(KCN): The 11th Century AD famous Rajarani Temple vibrates with the symphony of enchanting Indian classical music presented by the noted artistes of National and International repute. Department of Odia Language, Literature & Culture, Government of Odishain association with Odisha Sangita Natak Akademi organises this unique festival of classical music starting from 15th to 17th November 2023 on the lush green ambience in the zone of the magnificent Rajarani Temple. Aswini Kumar Patra, Minister, Odia Language, Literature, Culture & Excise; Satyabrata Sahu, Additional Chief Secretary, Odia Language, Literature, Culture graced the occasion. The evening's first program was Hindustani



Instrumental Sitar & Cello recited by Maestro Pandit Shubhendra Rao & Maestro Saskia de Haas. Their first presentation was Rag Kbani and Teen Taal followed by various ragas and taals was encouraging which was enjoyed by the audience present in the rajaranitemple premises. They were accompanied in Tabla by Ram Kumar Mishra. The evening's second artiste was internationally acclaimed Hindustani vocalist Pandit Ajoy

Chakrabarty presented Hindustani Classical songs. He was regaled the audience with his mystical performances. He was accompanied by Jyotismay Banerjee on Harmonium, Jashwant Vaishnav on Tabla and Mihir Paralikar on vocal support. The art connoisseurs were captivated by the superb presentation of the evening's musical program and were present till the end. The other dignitaries who graced the inaugural

function Dilip Routrai, Director, Odia Language, Literature and Culture, Madhusudan Das, Special Secretary, Odia Language, Literature, Culture Department and Prabodh Kumar Rath, Secretary, Odisha Sangita Natak Akademi. The programme was anchored by AnujaTarini Mishra. Officers from Odia Language, Literature and Culture Department and Sangita Nataka Akademi were coordinating during the festival.

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Raja Kumari Grooves To 'Jawan' Title Track With Megastar Chiranjeevi, Ram Charan

Rapper Raja Kumari celebrated Diwali with Chiranjeevi, Ram Charan, Rana Daggubati, Lakshmi Manchu and others. She enjoyed the festivity to the fullest and shared a video in which she can be seen dancing with Chiranjeevi to 'Jawan' title track. Sharing their dancing video along with other pictures from the Diwali celebration on her Instagram handle, Raja Kumari wrote in the caption, "Home is where the heart is. Thank You Hyderabad for the most beautiful Deepavali. Felt

so good to hear Telugu spoken all around me with friends that truly love me but honestly...NOTHING will beat this vision board moment of dancing with Megastar @chiranjeevikonidela." She further mentioned about meeting Lakshmi Manchu and wrote, "Thank you @lakshmi Manchur for always being my biggest champion and making sure everyone knows who I really am. Love to my girlies @deejasti @vasukipunj for always being the light and



making sure I have the best people around me." Raja Kumari recently received a lot of praise for her rap song in superstar Shah Rukh Khan's action thriller film 'Jawan'.

On lending her vocals for the title track of 'Jawan', the Indian-origin American rapper told ANI, "Jawan was one of the biggest moments for me because it was a clear manifestation...I

watched 'Jawan' on Netflix last night and just hearing the scenes I am proud because I am a part of that history forever. That means a lot to me. I am very thankful to Shah Rukh for believing in

me..."

Helmed by Atlee 'Jawan' starred Shah Rukh Khan, Nayanthara and Vijay Sethupathi in the lead roles.

Actor Deepika Padukone was seen in a special appearance role in the film. Meanwhile, Raja Kumari has recently come up with a song 'Sherni Aayi' from the Sushmita Sen-starrer web series 'Aarya 3'. The song's video shows Sushmita Sen in a fierce avatar as Aarya Sareen. Raja Kumari undoubtedly roars with her powerful vocals.

Salman Khan Teases Fans With new Look as he Wraps up 'Kisi ka Bhai Kisi ki Jaan'



The shooting for Salman Khan-starrer 'Kisi Ka Bhai Kisi Ki Jaan' has come to an end. On Wednesday, Salman took to Instagram and shared the update with his fans and followers. He wrote, "KisiKaBhaiKisikiJaan shooting complete ... #eid2023."

Salman also dropped a photo of his look from the film. In the image, he is seen wearing a white shirt, gold hoop earrings and his signature blue bracelet. Helmed by Farhad Samji, 'Kisi Ka Bhai Kisi Ki Jaan' also stars Pooja Hegde, Venkatesh Daggubati, Jagapathi Babu, Bhumika Chawla, Vijender Singh, Abhimanyu Singh, Raghav Juyal, Siddharth Nigam, Jassie Gill, Shehnaaz Gill, Palak Tiwari and Vinali Bhatnagar.

Salman recently shared the teaser of Kisi Ka Bhai Kisi Ki Jaan. He introduced his character with a powerful dialogue. When Pooja Hegde asks him, "Waise aapka naam kya hai (what is your name)?" Salman replies, "Mera koi naam nahi hai, lekin main Bhaijaan naam se jana jata hun (I don't have any name, but people know me as Bhaijaan)" as shots of him fighting goons play in the background. The film is set to hit the theatres this Eid.

Meanwhile, Salman is being lauded for his special appearance in Pathaan, which is headlined by Shah Rukh Khan, Deepika Padukone and John Abraham. Salman sharing screen space with SRK left fans nostalgic and reminded them of 'Karan Arjun'.

Vivek Agnihotri Opens Up On Casting Nana Patekar In The Vaccine War

Makers of the upcoming film 'The Vaccine War' starring Nana Patekar, Pallavi Joshi, Anupam Kher and Raima Sen on Tuesday unveiled the film's official trailer. Helmed by Vivek Ranjan Agnihotri the film is all set to hit the theatres on September 28. In the film, Nana could be seen



as ICMR ex-director general Balram Bhargava. While talking about

casting Nana Patekar in the lead role, director Vivek Agnihotri told ANI, "We wanted to cast someone who has always put his heart and soul into the making of films. Suddenly, Nana Patekar struck my mind. He is one actor in our industry who has never played a bad role in his career. He

is the one actor who has always been dedicated to his craft. I approached him for the film with great fear considering his stature but he agreed." The trailer narrates the tale of the triumph of scientists and 130 crore Indian citizens who fought the battle against COVID-19. It gave a

glimpse of the activities of scientists involved with the BBV152 vaccine, also known as Covaxin, developed by Bharat Biotech in partnership with the Indian Council of Medical Research – National Institute of Virology.

I haven't locked the doors for love in my life but they are not wide open too, says Suchitra Krishnamoorthi



I am only going to be seen in chikankari work.

I have been here before but very briefly. This time, I managed to go out and shop. But yes, since I love history and architecture, I would love to come here for a few more days and see all that since Lucknow is the hotbed of all that.

The funny part about the visit was that I wasn't aware of chikankari work, so people kept telling me to try chikankari work and I was like but I am a vegetarian and why are people offering me chikan curry? But when I finally realized what chikankari was, I went to Janpath and picked up a lot of stuff. I liked it so much that later on, I picked up more stuff at the airport. I have picked up so many clothes that for the next few months,

You had staged your play Drama Queen here for the first time. How did you find the audience here?

The audience here was very responsive. They were laughing and enjoying it so much. A lot of women in fact came to me later telling me that they enjoyed the show and it managed to touch

a chord with them too. At the end of the day, all our (women) stories are just the same. I am happy that people got the humour in my play.

I have done loads of theatre in school and college. In fact, I got picked up for the TV series Chunaoti because I was so active in theatre. I have done over 100 shows of other musical play too in the past. I did it before marriage. I stopped acting and doing theatre after marriage.

Why did you choose Drama Queen, a play as your comeback?

It is because I wanted to do something on my own. The play is written by me, the music is given

by me, and it is based on the book written by me by the same name. I wished to get the discipline of theatre back with my play. By discipline I mean, doing everything on my own and performing in front of a live audience, which is not the case when we are acting in films or web shows. The budgets in theatre are very limited, I need to focus, and rehearse before performing, so all this is the discipline for me.

How do you find the theatre scene today in our country?

I watch a lot of theatre. Even when my friends are performing and they have shows, I buy my own tickets, sit quietly and watch. I love theatre more because the budgets are not so extravagant, it gives you a different insight into different stories, and it kind of expands your mind when you watch a play. As far as earning your bread and butter out of theatre is concerned, well, it depends on how lavishly you want to

earn. But yes, for an actor, film, and television is more rewarding than theatre.

So what else is happening on the career front apart from the play?

I have done two web series. I decided to get back to acting after my daughter went to college. Fortunately, I am getting good offers too for acting rather than the run-of-the-mill like 'Beta tumne khana khaya' type roles. I started with theatre and then did TV and then films. So for me, the medium doesn't matter at all. Talks are on for films and TV shows too but it is too early to say anything. I want to get fully active again in acting - that's the plan!

Why did you decide to make a comeback now?

My daughter has gone to college, what else have I to do now? These are the only things I can do. I was a pretty hands-on mother. I did write a few books and also opened a candle company which I have shut now.

Lock Upp winner: Munawar Faruqui bags the trophy, wins a cash prize of Rs 20 lakh



manipulative, there were others with whom he forged a genuine connection in the jail like Prince Narula and

Mandana Karimi. His cute friendship with Anjali Arora was loved by fans. On the show, Munawar ended up

revealing a lot about his personal life. He shared how his mother died by suicide after consuming poison. He added he still feels guilty for not being by her side when she needed him the most. He spoke about his debt and how his mother could not make ends meet which led her to take the drastic step. In one of the episodes, Munawar, who has garnered a massive fan following with Lock Upp, revealed that he is married and has a child. He shared he has been

living separately from his wife for the last one and a half years, and the matter is in the court. He said all of this after Kangana shared his viral photo doing rounds on social media. It sees him with his wife and son. Munawar's popularity is such that he is often seen trending on Twitter. His innocent looks have charmed girls. Several netizens shared tweets on Saturday (May 7) hoping he would bag the trophy. And now they have a reason to rejoice.

A Home away from Home

Prof Manas mahapatra



I was invited by S r i d h a r Nayak, Advocate , founder of Manoj Das Fan Club once established at Delhi, from Chandaneswar six months ago for delivering the first lecture on Prof Manoj Das . Only one train ticket was available by Shatabdi Express upto Baleswar. Incidentally, it was my visit to Baleswar after almost two decades.Since it was Holi , all my friends kept away on that pretext. But, Shrideb came at Baleswar Railway

Station with theatre Man Ashis Chakraborty and we had a fun time for a few hours. He also called Shrustidhar Parida and Abhay Das over phone and they turned up. After you are out of power, your friends and colleagues forget you. Same has happened with me too. But, I have some good friends like Shrideb from Baleswar who always remembers me. My friend for the last 4 decades poet Shrideb used to invite me to Chandrabhaga Utsav at Baleswar. He called me a few days ago too to remind that I have not visited Baleswar for the last two decades. It was so thrilling Shrideb heads an o r g a n i s a t i o n 'Chndrabhaga' at Balasore.It was in

1980 that we discovered each other in a literary magazine,he was writing interesting poems those days.Over the period of time a lot of water have flown in Budhabalanga,the river near his place,but Shrideb remains the same. 'Chandrabhaga' was once published as a magazine from Delhi,Shrideb was there for doing his post graduation.He was possibly staying at the official residence of S h y a m s u n d a r Mahapatra,MP.Those days most of the MPs were spending more time in their constituencies or state,and often their official residence was used by students . Alas,these days it is difficult to find the MP in his/her

constituency or state,everybody wants to stay close to the centre of power in the country. It is on my request that Shrideb prepared an interview with Dr Jagannath Prasad Das,one of my favorite poets.It was possibly one of the preliminary such pieces on Dr Das.I was editing Alok Das those days and the interview was published there, it got a lot of applause. Shrideb insisted that I should visit Baleswar when I took over as the Odia Language Editor of NBT.By that time he had started 'Chandrabhaga' as an organisation.It was 1990.My wife Sailabala and I reached Balasore on one fine morning in 1991.Eminent poet

Kumar Mohanty was the Superintendent of Police there.Shrideb reserved a suite in the Circuit House for us.Lazy as he is,he did not come to Balasore Railway Station to receive us. Now a days,he has become a bit prompt Kumar Mohanty provided a Jeep for our visit to Chandipur.Krushna Kumar Mohanty was operating from Chandipur those days.Poet, editor and fiction writer Abhay Das went with us,we went inside the sea as the sea water recedes during the day time .Shrideb had organised a literary meeting the same evening and so,remained at Baleswar to do the preparations. While returning

Baleswar suddenly a group of people stopped us,they pointed out towards the tyre of the jeep,it was about to burn.We got down.The driver immediately tried to find out the reason and discovered that it was due to faulty wheel balancing.We were saved from a c e r t a i n accident.There was no hired taxi system at Baleswar those days,and no mobile phone was in use.We somehow managed to come to the t o w n . S h r i d e b ' s literary meeting was ready.We interacted with the writers there.Most of them knew us.It was our first interaction with writers at Baleswar. Later ,on Shrideb's request,a number of literary events were

organised at Baleswar jointly by NBT and Chandrabhaga as part o f Chandrabhagotsav.It was wonderful to know that Chandrabhagotsav is continuing to happen in the last week of December every year . Shrideb told me that our dear friend Amarendra Khatua ,eminent poet,former Secretary ,Ministry of E x t e r n a l Affairs,External Affairs and DG,ICCR is scheduled to be there.He wants Sailabala and I there.Let us see. I have so many sweet memories of Baleswar since I visited it for the first time in 1982.My dear friend Haraprasad Mahapatra was there as an officer in the Balasore Gramya Bank

.My elder sister Pravat nalini Mahapatra had just joined Bhadrak Women's College and I just went to Baleswar in the midnight instead of coming back to Puri.I will write my sweet memories of Balasore full of adventures in a few posts.Baleswar is my second home town,I have claimed a number of times.

I have now relocated to Delhi. This is my tenth relocation in life.Will there a permanent home for me anywhere!

Visiting Professor of Development Communication
Former Director, I & PR and Culture, North Eastern Council
Ministry of DoNER, Govt. of India
Former Director, Book Publishing Courses & Editor, NCCL National Book Trust, Ministry of HRD, Govt. of India

Nature's Symphony: Red Crabs and the Coastal Canvas of Ecotourism in Odisha

Prasar Khuntia



The coastal ecosystems of our planet are teeming with life, and among the myriad species that call these habitats home, the red crab (Gecarcoidea natalis) stands out as a fascinating and crucial contributor to coastal biodiversity. Endemic to Christmas Island in the Indian Ocean, these vibrant crustaceans play a vital role in maintaining the delicate balance of their ecosystem. Red crabs are renowned for their remarkable mass migration, a breathtaking spectacle that occurs annually as part of their reproductive cycle. Millions of red crabs embark on a journey from the island's lush rainforests to the coast, covering vast distances to release their eggs into the ocean. This migration not only captivates observers but also ensures the dispersion of crucial nutrients from the forest to the coastal areas, enriching the entire ecosystem. As red crabs migrate, they play a pivotal role in nutrient cycling within the rainforest ecosystem. Their excrement contains essential nutrients that nourish the soil, promoting the growth of vegetation. By shuttling these nutrients from the forest to the coast, red crabs effectively bridge the gap between terrestrial and marine ecosystems, contributing to the

overall health and resilience of the entire coastal environment. Red crabs are primarily herbivorous, feeding on fallen leaves and fruits in the rainforest. Their foraging activities influence the decomposition rates of organic matter, regulating nutrient availability in the soil. Additionally, their presence supports a diverse array of predators, creating a complex web of trophic interactions that further enhances the overall biodiversity of the coastal ecosystem. The burrowing behavior of red crabs has a profound impact on the physical structure of the soil. Their extensive burrow networks aerate the soil, promoting water infiltration and preventing erosion. This ecosystem engineering not only benefits the crabs themselves but also provides favorable conditions for the growth of coastal vegetation and the survival of various other species. Despite their crucial role in coastal biodiversity, red crabs face numerous challenges, including habitat destruction, invasive species, and climate change. Conservation efforts are essential to safeguard their unique migration patterns and preserve the delicate balance they contribute to within the coastal ecosystem. Odisha, known for its rich cultural heritage and pristine landscapes, has become an increasingly popular destination for travelers seeking unique experiences. One of the most captivating attractions drawing tourists to the Odisha coast is the mesmerizing spectacle of the red crab migration. The annual

pilgrimage of millions of these vibrant crustaceans has not only become a natural wonder but also a powerful force in driving ecotourism and p r o m o t i n g e n v i r o n m e n t a l awareness. The appearance of lakhs of Red crabs, which are generally found at the Talsari beach in Baleswar district, along



the coastline in Puri district and Chilika in Ganjam district has generated curiosity among the environmentalists as well as tourists in Odisha. The Red crabs are usually found in river mouth areas like Ramachandi river mouth , Debi river mouth , and Keluni mouth in Puri district with the Debi river mouth being their most favoured destination. The red crab migration along the Odisha coast is a breathtaking natural phenomenon. Every year, during the breeding season, the beaches transform into a sea of red as the crabs embark on their journey from the coastal forests

to the shore. This incredible display of nature's wonders has become a major draw for tourists, offering a once-in-a-lifetime opportunity to witness the synchronicity and vibrancy of this mass migration. Tourists flock to Odisha's coastal areas not only to witness the red crab migration but also to engage in eco-friendly tourism activities. Guided tours, nature walks, and responsible wildlife viewing opportunities provide visitors with a chance to appreciate the delicate balance of the coastal ecosystem and understand the significance of the red crabs in maintaining this balance. The red crab migration has become an integral part of the cultural identity of the region. Local communities celebrate this natural event through festivals and cultural activities, offering tourists a chance to immerse themselves in the vibrant traditions of Odisha. Educational

programs and interpretive centers also contribute to the tourist experience, providing valuable insights into the ecological importance of the red crabs and the coastal ecosystem. As tourists flock to witness the red crab migration, there is an increased focus on conservation and sustainable tourism practices. Local authorities and community initiatives work hand in hand to preserve the natural habitat of the crabs, ensuring that tourism activities have minimal impact on the delicate ecosystem. This commitment to sustainability not only protects the red crabs but also ensures the long-term viability of Odisha's tourism industry. The influx of tourists to witness the red crab migration brings significant economic benefits to local communities. Tourism-related businesses, including hotels, restaurants, and guided

tour services, thrive during the migration season. This economic boost contributes to the well-being of local residents and encourages the preservation of the coastal environment as a valuable asset. The red crab migration along the Odisha coast has transformed into a powerful magnet for tourists, offering not only a visually stunning spectacle but also a unique opportunity to engage with nature in a responsible and sustainable manner. As the region continues to promote ecotourism and conservation efforts, the red crabs play a central role in fostering a deep connection between visitors and the natural wonders of Odisha's coastal landscapes. The allure of these vibrant crustaceans serves as a testament to the harmonious coexistence of tourism and e n v i r o n m e n t a l preservation. In the intricate tapestry of coastal biodiversity, the red crab emerges as a charismatic and indispensable thread. From their awe-inspiring mass migrations to their role in nutrient cycling and ecosystem engineering, these crustaceans play a vital part in sustaining the health and diversity of Christmas Island's coastal habitats. Recognizing and appreciating the significance of the red crab's contribution is a crucial step towards the conservation of not only this captivating species but the entire ecosystem it helps to shape and uphold.

The author is a journalist and columnist

Winter Cold Disease

Prof. Dr. Jyotiranjana Champatiray



The name "cold" came into use in the 16th century, due to the similarity between its symptoms and those of exposure to cold weather. In the United Kingdom, the Common Cold Unit was set up by the Medical Research Council in 1946 and it was where the rhinovirus was discovered in 1956. Colds, flus and other respiratory illnesses are more common in colder months. People are indoors more often, allowing viruses to pass more easily from one person to another. And the cold, dry air may weaken resistance. Prolonged exposure to cold will eventually use up your body's stored energy. The result is hypothermia, or abnormally low body temperature. A body temperature that is too low affects the brain, making the victim unable to think clearly or move well. Many different respiratory viruses can cause the common cold, but rhinoviruses are the most common. Rhinoviruses can also trigger asthma attacks and have been linked to sinus and ear infections. The stages of a cold include the incubation period, appearance of symptoms, remission, and recovery. Common Cold Symptoms are Sneezing. Stuffy nose. Watery eyes. Mucus draining from your nose into your throat. Cold

temperatures cause your blood vessels to constrict, shallow breathing, and a slight thickening of the blood. These changes can cause chest pain in people with heart disease. When you're outside in cold conditions, make sure to wrap up warm, being careful to cover up your extremities.

Cold weather can aggravate certain respiratory illnesses, such as asthma, chronic bronchitis and emphysema. The health of people with cardiovascular illnesses can also worsen due to cold temperatures. Many researchers believe that exposure to cold weather can adversely affect a person's immune response, making it harder for the body to fight off infections. Reasons for this may include: Reduced vitamin D levels: During the winter, many people get less vitamin D due to reduced sun exposure. It can help you fight off infections. You might be more susceptible to colds in the winter time, but according to this study, when your immune system adapts to cold environments, its ability to fight off infection gets stronger.

Tips to Help Prevent Winter Colds and Flu are Wash your hands well, Keep unclean fingers away from your face, Make sure everyone gets a flu shot, Clean common surfaces often, Get plenty of sleep, Eat well-balanced meals, Stay active (and get some fresh air), Find ways to de-stress and relax.

HOD & Professor, Deptt. of Paediatric, Fakirmohan Medical College & Hospital, Balasore, Mob. : 9437124074, E-mail : drjyotiranjanchampatiray123@gmail.com

Agri sector & Sustainable Industrial Development will be key for future healthy economic growth : Ameya Prabhu ICC President

An interview of Ameya Prabhu (AP) newly elected President of Indian Chamber of Commerce (ICC) for 2023 - 2024, India's one of the oldest premier national business Chamber facilitating India's national industrial policy development to Partha Roy (PR).....

PR : Mr. Ameya Prabhu , Namaskar , what is your feeling being President of Indian Chamber of Commerce?

AP : I think it's a great honour to be the President of the Indian Chamber of Commerce, especially as I am the first president who is not from the state of West Bengal and to be the president of such an august and such a historic chamber that we were formed in 1925. So it's a great honour, a lot of responsibility as we tried to make the chamber both more national and also international. So that is a great honour, and I'm really looking forward to it.

PR : What is your vision and action plan for ICC during your Presidency from 2023 - 2024 ?

AP : So as I said, one of the things we are focusing on is to make

the chamber more national and more visible throughout the country. So we will be doing more events outside the state of West Bengal, we already do events all over the country, but we'll be doing larger events across the country opening up offices hopefully in Lucknow in the state of Uttar Pradesh , and also in some of the other states and also setting up international committees for the ICC , partnerships with various chambers around the world, creating a greater spectrum for us and greater visibility, also taking up issues related to sustainable development and growth, because India faces a unique challenge of growing sustainably which no other major economy has faced. So we'll definitely be taking one of those things.

PR: As ICC is official partner of Government of West Bengal 's Bengal Global Business Summit 2023 what role you envisage to bring in Investment in West Bengal as well as setting up new/ green field industry in West Bengal as well as intra -India / inter-state investment/ industry development?

AP: Regarding the Bengal Global Business Summit, so I think ,the state of West Bengal has a lot of opportunity in various sectors. As I keep saying it's the gateway to the East. So there's a lot of things we can do. And that's one of the areas where we can focus on as ICC is to bring investment into the state. And the way to also do that is by working along with the Government of West Bengal to bring in global investors to events from outside and also engage with investors



globally and also be a conduit between foreign investors and government to problem solve. So that's also something we intend to do. And that's one of the areas that we want to focus on. And I think you said also intra-India. So the way to do that is, of course, we are a national chamber. But one of the ways to do that is to set up our offices across India and bring our members from other states to look at opportunities in state of

West Bengal.

PR: As illustrious son of illustrious parents, what specific learning from your father Shri Suresh Prabhu ji , as well as from your mother you think will help you in your new role as President of ICC ?

AP: Of course, I think what I've learned from both my mother and my father is first and foremost humility, to be humble in all that we do, and to be God fearing believe in God. Believe

in the fact that ultimately we are all elements of a larger design from a superior power. And work under that. So be humble, be God fearing and of course work very, very hard. I think. There's no substitute for hard work. That's what my parents always taught me. And there's no substitute for putting in the long hours. So certainly, we'll be doing that. And of course, always being true to the job, always being responsible, and of

course doing everything to the best of my ability. I think these are the values that are learned. And I think we will certainly be taking that forward.

PR: As polymath Business personality , which industry segments will have your priority attention during your tenure ?

AP : The industry segments focus : first , one segment will definitely be focused on will be sustainability. I think as I said earlier, sustainable growth is very important for India. And we'll certainly be focusing on sustainability across sectors. Number two is of course focusing on startups and some of the new economy businesses. I think what has happened is due to some of the funding crunch that is there in the world right now, some of the new economy businesses are struggling, so I think they need more support today than ever before. So we'll be focusing on that. And of course, we have members from the tea business, members

from the infrastructure, steel , mining from various sectors of industry. So of course, we will be taking up all the issues that are faced by our members. So I think being an industry body we are across sectors, so I think that's something that we must take it forward.

PR : Will under your leadership ICC play any role in Cooperative Sector development in India?

AP : Lastly, I think it's an very important sector, both agri and cooperative are very important sectors. Of course, I'd like to add agri business also as a sector that we'd like to focus on during my tenure, because agri and sustainable agriculture is very important given the challenges that climate change is showcasing. So of course, we will definitely support the cooperative sector. Wherever we can play a role, whatever we can do, will definitely be engaged and I think that also will be an important part of what we do.

Inauguration of Children's Corner in Sahitya Akademi Eastern Regional Library



Kolkata, (KCN): Sahitya Akademi organised a symposium on Children's Literature in Bengali in its auditorium on Wednesday (November 16, 2023). The welcome address was delivered by Dr K. Sreenivasarao, Secretary, Sahitya Akademi. He spoke in brief on the history of children's literature in Bengali with reference to major Bengali writers of this genre.

Sri Sirshendu Mukhopadhyay, Fellow of the Sahitya Akademi referred to juvenile literature by eminent Bengali writers like Sukumar Ray and Rabindranath Tagore. He emphasised on the importance of research on children's literature.

While delivering the keynote address, renowned writer Sri Pracheta Gupta focused on the importance of providing books of children's literature to children by their parents. He referred to noted literary magazines like Balak, Sakha, Mukul, R a n g m a s h a l , Ramdhanu, Kishore Bharati, Shuktara and others along with their contribution towards the children's literature in Bengali. Sri Bratya Basu, the Minister of Education of Govt of West Bengal as well as the Convener of the Bengali Advisory Board of Sahitya Akademi threw light on the relationship between child education and children's literature. He

threw light on the works of doyens like Vidyasagar, Sukumar Ray, Parashuram and others in the field of children's literature. He also spoke about the translators of children's literature. In this context, he referred to works by M a d h u s u d a n M u k h o p a d h y a y , Khagendranath Mitra, Sudhadrnanath Raha, M a n a b e n d r a Bandyopadhyay and others.

The vote of thanks of the session was proposed by Dr Devendra Kumar Devesh, Regional Secretary, Sahitya Akademi. The first academic session was chaired by Sri Asoke Kumar Mitra. In this session, Sri Asis Khastagir spoke on the

origin and development of children's literature in Bengali. Ms Rupa Majumdar spoke on contemporary children's literature in Bengali. Sri Ullas Mallick presented a subject view of children's literature as literature of nonsense, innocence and exploration which employs a different sense of logic. All of the speakers referred to significant texts and authors extensively in their speeches.

While speaking from the chair, Sri Asoke Kumar Mitra spoke on the journey of children's literature in Bengali in Brief. In the second session, Sri Caesar Bagchi spoke on the role of literary magazines in enriching the children's

literature in Bengali, Sri Parthajit Gangopadhyay shared his opinions regarding the parameters of editing children's literature in Bengali with the audience.

Eminent illustrator Sri Pronabesh Maity spoke on the role of illustrations and paintings in conveying the underline significance of children's literature. The chairperson of this session was Sri Tridib Kumar Chatterjee. He spoke on the role of publishers in extending the arena of children's literature in Bengali. The symposium was conducted by Sri Kshetrabasi Naik, Assistant Editor, Sahitya Akademi.

In the morning, before the beginning of the symposium, Sri Sirshendu Mkhopadhyay inaugurated the children's corner at Sahitya Akademi Eastern Regional Library. He was accompanied by other literary stalwarts. Sri Bratya Basu inaugurated the Book Exhibition and Sale to be held at Sahitya Akademi Eastern Regional Premises from November 15 to 21, 2023 as well.

Documentary Film on Khuman Prakash Singh Wins 15th Manipur State Film Award under Best Biographical, Art & Culture Film

Kolkata, (KCN):The documentary film on Khuman Prakash Singh, produced by Sahitya Akademi and directed by Aribam Syam Sarma has won

the 15th Manipur State Film award under the category of Best Biographical/art & Culture Film for the year 2023. This documentary film

is the 164th documentary produced by the Akademi as a part of Sahitya Akademi's archives of Indian literature project.

Till date, Sahitya akademi produced 169 documentary films on eminent authors including Amrita Pritam, Vinda K a r a n d i k a r ,

Gopalakrishna Adiga, D Jayakantan, Dharamvir Bharti, Mulk Raj Anand, Mahasweta Devi, Ruskin Bond and the like.

Union Minister of State for Education flags off Decorated Vans on Viksit Bharat Sankalp Yatra at Bankura Janjatiya Gaurav Diwas Duly Observed in Purulia



Kolkata, (KCN):The Union Minister of state for Education Dr Subhas Sarkar flagged off the well-decorated Viksit Bharat Sankalp Yatra (VBSY) vans today from Bankura. The vans with photographs depicting the welfare schemes of the Union Government will roam in the adjacent areas to make more people aware of the benefits of the Central schemes so as to add to the number of beneficiaries in respective schemes, stated Dr Sarkar after flagging off the vans at Bankura.

In another event at Jhargram, today, Viksit Bharat Sankalp Yatra van was flagged off from Jhargram by Shri R K Jena, Senior Advisor to the Ministry of Information and Broadcasting, in presence of the State Nodal Officer for VBSY, Shri Rajiv Bhattacharya; Akash Sharma DDM, Ranjit Dutta, LDM among others. The focus of the Yatra will be on reaching out to people and creating awareness and providing benefits of welfare schemes like sanitation facilities, essential

financial services, electricity connections, access to LPG cylinders, housing for the poor, food security, proper nutrition, reliable healthcare, clean drinking water, etc. Enrolment of potential beneficiaries will be done through details ascertained during the Yatra.

Prime Minister Shri Narendra Modi launched the VBSY on Wednesday (November 15, 2023) , a nationwide programme aimed at reaching out to citizens who are eligible for various central schemes but have not benefited so far. He flagged off five specially designed IEC (Information, Education and Communication) vans from Khunti to mark the launch of the Yatra. Similar vans were flagged off from other districts across the country having significant tribal populations. The VBSY was duly organised in North Bengal also at Kalchini Gram Panchayat area of Alipurduar.

In another programme at Purulia Janjatiya Gaurav Diwas was solemnly observed at Shanka

village under Raghunathpur-1 Block of the district. A sit and Draw competition for children was organised where many school-children participated. Besides, a football tournament was also organised amongst the local youths. Shri Vivekananda Bauri, the MLA of Raghunathpur inaugurated the tournament.

Shri Modi on Wednesday addressed a special programme at Khunti, Jharkhand marking the celebrations of Janjatiya Gaurav Diwas, 2023, where he launched the VBSY and Pradhan Mantri Particularly Vulnerable Tribal Groups Development Mission. He also released the 15th instalment of PM-KISAN. Shri Modi also laid the foundation stone and dedicated to the nation multiple development projects in Jharkhand worth Rs 7200 crores in multiple sectors like rail, road, education, Coal, Petroleum and Natural Gas. He also took a walkthrough of the exhibition showcased on the occasion.

PRESIDENT OF INDIA PRESENTS PRESIDENT'S STANDARD OF BODYGUARD AND REGIMENTAL STANDARD TO THE PRESIDENT'S BODYGUARD



New Delhi, (KCN): The President of India, Smt. Droupadi Murmu presented a new Standard of Bodyguard and renewed Regimental Standard to the President's Bodyguard

(PBG) at a ceremony held at Rashtrapati Bhavan today (November 16, 2023). The Regiment was presented the Standard of Bodyguard and their Regimental Standard 60

years ago in 1963 by the then President of India, Dr. S. Radhakrishnan. In her brief remarks on the occasion, the President congratulated all officers and soldiers of President's

Bodyguard on the completion of 250 glorious years of the Regiment. She appreciated the PBG for their excellent military traditions and professionalism. She

said that they are the flag bearers of the rich heritage and culture of our land. She stated that the honour of being the President's Bodyguard bring additional responsibility to them. She expressed confidence that they will strive with dedication, discipline and valour to maintain the best traditions of Rashtrapati Bhavan and set examples for other regiments of the Indian Army.

The President's Bodyguard is the oldest regiment in the Indian Army, having been raised as the Governor-General's Bodyguard (later the Viceroy's Bodyguard) in 1773. On January 27, 1950, the regiment was renamed the President's Bodyguard.

National Press Day is celebrated in Koraput



Koraput: (KCN) National Press Day has been celebrated in Koraput. Additional District Magistrate Rajendra Majhi attended the National press day program as the chief guest. Dr. Saurabh Gupta, Professor of Media and Mass Communication Department of Central University Of Odisha Koraput, Swarajya Sisa, District Information and Public Relations Officer,

in a meeting convened by Additional District Magistrate. And the mass communication department professor of Central University of Odisha, Koraput joined the approach of National Press Day and shed light on the role of mass media, commitment and duty of journalists. With the change of time, there has been a change in the application of scientific knowledge. Prof. Sourav

Gupta alerted the journalists about the application of strong knowledge techniques through mass media in the future. The Additional District Magistrate expressed the opinion that if there is a good relationship between the mass media and the administration, it can help in the development of the district.

Many journalists from the district were present.

2nd day of PECUC Sisumela

Baby of the Year and Rhymes Competition Captivated the Audience

Bhubaneswar (KCN): The Ekamrahat Amphitheatre came alive as the youngest stars took center stage for the much-anticipated 'Baby of the Year' competition during the second day of the week-long Children's Festival on November 15th. The event was brimming with excitement, featuring adorable toddlers participating in competitions such as 'Baby of the Year' and a delightful 'Rhymes' contest. The awareness message on different social and environmental issues by the little children attracted the attention of the audience. The esteemed panels of judges and guests for this enchanting day of performances were Dr. Puranima Pradhan, Doctor, Madhumita Das, Consultant WCD, Dr. Mitali Mohanty,



Psychologist, Dr. Sudhir Chandra Das, Doctor, Usharani Behera, Social Worker, Annapurna Mohanty, Odishi Dancer, Sharmila Sahoo, Teacher and Editor Sindhuja, Dr. Madhabananda Behura, Senior Journalist and Manoranjan Dash, CRS. They inspired the children and wished for a better future for them. Among other Prodosh Pattnaik, President,

Sisumela Committee, Ranjan Kumar Mohanty, Secretary PECUC, Anuradha Mohanty, Executive Director, PECUC were present. On this occasion winners of the Elocution competition received their prize.

Ratna Dash, Jyotishankar Mohanty, Priyadarshini Swain, Satyashiv Rath, Biswajit Swain, Binod Kumar

Dash, Sasmita Sahu etc. of PECUC facilitated the programme. The child anchors of the evening are Diya Kiran, Arushi Adwika and Harshali Dora. Colourful Cultural Programme performed by the child artists of different dance groups like Pearly International School, Sunrise Ecosavers youth network of Kelasahi slum, and little Star Dance group.

Book on "Forgotten Goddesses" written by Adyasha Das Released by INTACH


Bhubaneswar (KCN): The book "Forgotten Goddesses" written by Dr. Adyasha Das was released at the Mahabodhi Society of India by the Convener of the Indian National Trust for Art and Cultural Heritage, Amiya Bhushan Tripathy (IPS) Retd. today. The book is a fascinating account of the ancient tradition of Goddess worship in India and the world over. There are vivid portraits of lost Goddesses and reflections of their evolution and worship. The book highlights Goddess worship around the world, it is a compilation of ancient Goddesses and their interesting tales. The goddesses listed in the book are protectors, benevolent, cursed, creators of miracles, and have the power of Tantric healing. The book has been published by Black Eagle Books (USA). Adyasha Das is an Amazon Bestseller



author and has earlier written eight books. Her two earlier books "The Chausathi Yoginis of Hirapur" and "The Yoginis of Ranipur Jharial" were very well received and have become bestsellers. Speaking on the occasion, Anil Dhir, the Co-convenor of Intach said that one of the most captivating aspects of the Goddess concept is its universality. Worship of Mother Goddess has played a pivotal role in

shaping the spiritual and cultural landscape across cultures and continents. In the book, the author has highlighted the stories and wisdom of the timeless divine feminine beings who have been overshadowed by more prominent deities. "Dr. Das is the Co-convenor of the Intach's Bhubaneswar chapter and we have great pleasure in releasing this book on a relatively unexplored field," said Anil Dhir.

Sanjib Hota, advisor of Intach said that in India the divine feminine is just not a belief but a living reality. Goddess worship is deeply ingrained in the fabric of society and millions of devotees seek solace and strength from them. From the fierce Durga who battled the forces of evil to the gentle Parvati who embodies love and devotion, the pantheon of Hindu Goddesses is vast and enchanting.



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Jindal stainless campaign PM's Swachhata call: Cleans Danagadi vegetable market

Kalinganagar, (Sapan kar):- In a commendable display of dedication towards cleanliness, the employees of Jindal Stainless Limited, Jajpur, undertook a Shramadaan program on October 1, 2023. This initiative, inspired by the Hon'ble Prime Minister's clarion call for a cleaner India, witnessed employees from various departments coming together to spearhead a thorough cleanup effort, both within and beyond the factory premises. Employees from various departments of the company came



together to clean various areas both inside and outside the factory premises. A group of 30 employees volunteered to clean up the Danagadi vegetable market grounds, located in close proximity. The employees, driven by a

strong sense of responsibility towards their environment, left no stone unturned in ensuring that the designated areas were thoroughly cleaned. This act of unity and solidarity showcased their dedication towards creating a

clean and healthy working environment for themselves and the surrounding community. These kinds of initiatives are a testament to Jindal Stainless' commitment to corporate social responsibility and

creating a cleaner and greener tomorrow. By actively participating in such initiatives, the company aims to create awareness about the importance of cleanliness and inspire others to embrace similar practices. Jindal Stainless remains steadfast in its efforts to support the vision of a clean and green India as outlined by the Hon'ble Prime Minister. The company pledges to continue undertaking such initiatives in the future and play an active role in driving positive change in society.

AIIMS Bhubaneswar Commemorates Gandhi Jayanti with Swachhata Special Campaign 3.0 CRPF Jawans and Odisha Police personnel join the campaign

Bhubaneswar, (KCN):- AIIMS Bhubaneswar celebrated Gandhi Jayanti in a grand and impactful manner by organizing the Swachhata Special Campaign 3.0 on 2nd October within the campus premises. The event witnessed active participation from esteemed guests and dedicated volunteers, emphasizing the significance of cleanliness and sanitation. A notable highlight of the event was the voluntary involvement of approximately 250 police personnel from the Biju Pattanaik State Police Academy (BPSPA), Bhubaneswar, and an additional 70 personnel from the Central Reserve Police Force (CRPF), Bhubaneswar, who joined

hands with the AIIMS Bhubaneswar community to promote cleanliness. The day commenced with a tree plantation drive near the Dharmashala led by AIIMS Bhubaneswar Executive Director Dr Ashutosh Biswas. It was attended by distinguished personalities including DEAN Dr. P R Mohapatra, Dean, Medical Superintendent Dr. Dilip Kumar Parida, Hospital Administration Head Dr. Jawahar S K Pillai, and Sanitation Nodal Officer, along with faculty members Dr. Maj Mukunda Chandra Sahoo, Dr. Ashok Kumar Jena, Dr. Prabhas Ranjan Tripathy. Dignitaries from BPSPA and CRPF units were also present to grace the occasion. A heartfelt tribute to



Mahatma Gandhi was paid by the dignitaries and participants at the OPD foyer, followed by the Swachhata Pledge, symbolizing the commitment to cleanliness and hygiene. The solemn ceremony was succeeded by a mass cleaning drive across the campus, where volunteers and sanitation staff worked tirelessly to ensure the premises and

surrounding areas were pristine. To raise awareness on the importance of cleanliness and address the issue of plastic waste in society, volunteers utilized banners and placards, creating an informative and engaging environment for all participants. This collaborative effort between the faculty

members, staff, and volunteers demonstrated a shared dedication to the cause of cleanliness and sanitation. The Executive Director, Dr. Ashutosh Biswas, delivered an inspiring address, commending the collective efforts and motivating everyone to persist in maintaining AIIMS Bhubaneswar and our beloved country clean and beautiful. This commemoration of Gandhi Jayanti through the Swachhata Special Campaign 3.0 at AIIMS Bhubaneswar is a testament to the institution's commitment to the principles of cleanliness and echoes the timeless ideals of Mahatma Gandhi.

Celebrate Sabitri Brata with Kalyan Jewellers in traditional style!

Bhubaneswar: Sabitri Brata is considered among the most auspicious festivals, which is widely celebrated by women in Odisha, signifying the embodiment of the age-old tradition of day-long fast for the long life of their spouse. To mark this occasion, Kalyan Jewellers' refined collection, which are a perfect blend of India's artisanal heritage and craftsmanship, truly symbolises the essence of an Indian woman through an extensive range of designs that include gorgeous gold jewellery, splendid polki designs, dazzling diamonds and so much more. Kalyan Jewellers has introduced 3 ways for customers across the state to invest in gold jewellery. These include Kalyan Jewellers' Digital Gold, Gold Ownership Certificate Initiative and the gold coins as well as its extensive range of popular house brands available at the Kalyan Jewellers' showroom. Customers can avail of these online and offline mediums to purchase jewellery, making the occasion of Sabitri Brata truly special for their loved ones. Below are a few elegant jewellery gifting options that hold cultural significance and are ideal for the festive occasion. Check out the top 7 jewellery picks below, each piece more alluring than the other.

Johnson & Johnson Vision's ACUVUE® onboards Ranveer Singh to reinforce their vision of transforming eye health in India

Mumbai, (KCN): Johnson & Johnson Vision,* a global leader in eye health and part of Johnson & Johnson MedTech,** today announced that it has joined hands with Superstar Ranveer Singh to encourage Gen Zers and millennials to try contact lenses. The campaign is aimed at amplifying ACUVUE®'s mission to build awareness for eye health and welcome new contact lens wearers. Over the last few years, ACUVUE® has spearheaded the transformation of eye health in India. The brand has adopted effective measures to understand the need of Indian consumers and address their apprehension around the usage of contact lenses. In fact, ACUVUE® is relentlessly working towards bridging the gap between consumers and optometrists by increasing awareness around the category and motivating consumers to go for regular eye check-ups. Consumers often turn to their peers for advice on contact lenses instead of consulting an expert. This campaign is an effort to lead consumers to consult an optometrist, who should be their first port of call for information on contact lenses as well as spread awareness about eye health in a light-hearted and meaningful way.

Swakalpa Udyog Vikash Sibira: Empowering Odisha's Youth in Entrepreneurship



Bhubaneswar, (KCN): On the auspicious occasion of Gandhi Jayanti, a day that honors the principles of truth and self-reliance, a remarkable initiative is taking shape in Odisha. Swakalpa, a program initiated by the Odisha Skill Development Authority (OSDA) and executed in collaboration with Palladium Consulting India Private Limited and Humara Bachpan, is actively promoting self-employment among the state's youth. This unique endeavor aims to train and

self-reliant youth in Odisha. In celebration of Gandhi Jayanti and to provide further support to these budding entrepreneurs, Humara Bachpan Trust, in partnership with Palladium Consulting India Pvt Ltd., has organized the Udyoga Vikash Sibira. This week-long event aims to create opportunities and resources for the participants of the Swakalpa Entrepreneurship Promotion program. As part of the Udyoga Vikash Sibira, an Entrepreneurship Development Counseling Camp was held at the Kendrapati Multipurpose Cyclone Shelter in Astarang Block. Young women and girls who had undergone training in entrepreneurship development were guided on various aspects of entrepreneurship, including the application process for bank loans to kickstart their businesses. The counseling camp also provided information on essential registrations required for running businesses, such as Entrepreneurship Aadhaar registration, food product business registration, and trade registration. During the industrial

counseling camp, 11 loan applications were submitted to UCO Bank and Odisha Gramya Bank Managers, demonstrating the enthusiasm of these young entrepreneurs. Additionally, 10 enterprises were successfully registered, and five individuals were registered in the livestock sector. The event saw the presence and encouragement of prominent figures, including Sameer Naik from Odisha Bank, Durjay Mishra, Vice Chairman of Astarang Block, Sanjeep Mohanty from District Industrial Institute, Jagdish Mallik from Omfed, Jitendra Mohan Sahu representing Vishwa Training Center, Soumendra Choudhury, Head of Swakalpa Program, and Arpita Patnaik, President of Hamra Buchpon Trust. To honor the hard work and dedication of the trainees, certificates were awarded at this significant occasion, motivating them to further pursue their entrepreneurial dreams. Swakalpa Udyog Vikash Sibira stands as a testament to the spirit of self-employment and empowerment that resonates with the ideals of Mahatma Gandhi, inspiring a new generation of business leaders in Odisha.

Parle Agro builds further growth opportunities for Farmers and its Fruit Processing Partners across India

Bhubaneswar : India's largest beverage company, Parle Agro has always been at the forefront of innovation in the development of iconic fruit-based beverages like Frooti and Appy which have captured the hearts of India. In order to cater to the massive demand of their products nationally and globally, Parle Agro is focused on updating their internal infrastructure and also aggressively building capabilities and capacities of their fruit processing partners across India. Since 1985, Parle Agro has worked consistently with Fruit Farmers and Processors within India with a vision to encourage their development and give them opportunities to elevate their earnings. Parle Agro continues on this path and has

invested heavily in their processing partners to help them extract their highest potential. Subsequently, the company has taken a determined stand to source 100% from India itself. Historically, Parle Agro has always sourced fruits from India while importing from China too, to meet their apple juice content needs. But now, the company has completely stopped sourcing apple juice imports from China and are sourcing them entirely from India alone through its network of Indian farmers. Parle Agro's foray into the fruit based category in 1985 began with procuring 1,000 MT of mango fruit from their local fruit processing partners to create the company's popular mango based drink, Frooti'. Parle Agro has

grown exponentially to currently procuring around 150,000 MT of mango fruits into high quality mango pulp; increasing their consumption of mangoes by 150 times. Parle Agro's range of fruit-based products currently utilize around 210,000 MT of fruit collectively. Over the past decade and a half, the company's consumption of fruits has increased fivefold. Approximately one third of the fruit pulp produced in India is consumed by Parle Agro. After its successful foray in creating a robust mango processing supply chain, Parle Agro envisioned the creation of a similar network for apple juice concentrate due to the immense popularity of its apple based drinks like Appy, Appy Fizz and B Fizz.

L&T named Second Strongest Global Engineering & Construction Brand

Mumbai: Larsen & Toubro (L&T), an Indian multinational engaged in EPC Projects, Hi-Tech Manufacturing and Services, has been named as the 'Second Strongest Brand' among the top 50 Global Engineering and Construction (E&C) companies – by Brand Finance, the world's leading brand valuation consultancy. L&T has also been ranked as the 'Third Fastest Growing Brand' by the London-based consultancy in its 'Engineering &

Construction 50 – 2022' report. It is the only Indian company among the 'Most Valuable Global E&C Firms'. L&T with its footprint across 50 countries has gained 44% in its Brand Value over last year. Commenting on this achievement, an L&T spokesperson, said: "Brand is about so much more than just a name or a logo. It's about trust, reputation, value systems and credibility. We are honoured to be recognized as the Second Strongest Global Brand in the

Engineering and Construction space by Brand Finance. This recognition is a testament to our team's commitment to excellence and our clients' trust in our ability to deliver on our promises." "We are excited to see what the future holds for our brand and our business. With continued growth and expansion into new markets and new sectors, we are confident that we will continue to build on our strong foundation and solidify our position as a leading player in the global industry."

Printed, Published & Owned by Arabinda Meikap & Printed at Mayur Offset Printers, D-1/11, Sec-A, Zone -D, Mancheswar Industrial Estate, Bhubaneswar-751010, Dist.- Khordha & Published at N-4, F/24, IRC Village, Nayapalli, Bhubaneswar, Dist.- Khordha, Pin 751015, Phone: 0674-3590185/3555817, Fax No. : 0674-2550504, E-mail: kalingachronicle@gmail.com , editorpbkc@gmail.com **Editor: Dr. Pabitra Mohan Samantray**