

## PRESIDENT OF INDIA GRACES 3RD AUDIT DIWAS CELEBRATIONS

New Delhi (KCN): The President of India, Smt Droupadi Murmu graced and addressed the 3rd Audit Diwas Celebrations in New Delhi today (November 16, 2023).

Speaking on the occasion, the President said that under the leadership of Comptroller and Auditor General of India, government's audit community has made significant contributions in strengthening integrity, governance and system building.

The President said that people of India want to move forward rapidly towards building a developed India by the year 2047. All important institutions and communities of the country, including C&AG, have to contribute to achieve this goal. She was happy to note that C&AG has



taken many forward looking steps, including the establishment of the Centre for Data Management and Analytics, in which digital technology and other modern methods are being used in line with the future. The President said that the entire team of C&AG is expected to contribute as a controller and an

examiner who is both a companion and a guide in the country's developmental journey. She stated that C&AG team will have an important role in making India the third largest economy in the world. The President said that the impact of today's market system characterized by global competition is relevant to

all institutions and enterprises. The ability to compete on the basis of ethics should continuously increase in all enterprises and activities of the country. Removing obstacles in achieving the national goals of accelerated growth and development while ensuring financial propriety and legality is the touchstone of

### 17 Get Lifer For Immolating Couple On Suspicion Of Sorcery In Odisha's Jajpur

**Bhubaneswar (KCN):** Altogether 17 people were today sentenced to life imprisonment in connection with the immolation of a couple on suspicion of practicing sorcery in Jajpur district of Odisha



in 2020. Jajpur Additional District and Sessions Judge Hrusikesh Acharya convicted them after examining as many as 20 witnesses and other evidence to the case, said public prosecutor Rajat Kumar Rout.

Patient critical after wrong blood transfusion in Odisha hospital As per the case records, some villagers had barged into the house of couple—Shaila Balmuj and Sambari Balmuj—at Nimapali village under Kalinganagar police limits in Jajpur during the late hours of July 7, 2020 and attacked them on suspicion of practicing sorcery.

They later set the couple's house on fire. The husband-wife duo was charred to death. The police had registered a case in connection with the incident and arrested as many as 17 villagers. The judge also slapped a penalty of Rs 10,000 on each of the convicts, added the public prosecutor.

### Odisha Top Health Official Apologises To High Court In Contempt Of Court Case

**Cuttack (KCN):** Health and Family Welfare (H&FW) Special Secretary Saroj Kumar Mishra apologised today to the Orissa High Court in Cuttack by personal appearance in a contempt of court case.



A new director will be given an appointment on a regular basis in Acharya Harihara Regional Cancer Centre (AHRCC) in Cuttack by the first week of December, the Secretary informed the Court.

According to a source, a petition was earlier filed by advocate Chittaranjan Mohanty pertaining to the issue over the appointment of a new director on a regular basis in Acharya Harihara Post Graduate Institute of Cancer (AHPGIC) of the AHRCC. Hearing the petition, the High Court had directed the H&FW Secretary for a personal

appearance. However, by disobeying the court order, former director Dr Lalatendu Sarangi was reappointed as the director in charge of AHPGIC, the source added.

Worth mentioning, the Court had previously ruled against the continuation of Dr Sarangi as the director in charge of the AHPGIC and directed the State government and the Institute to choose a director in-charge till the time a new director is given an appointment on a regular basis. Dr Sarangi was appointed as regular director of the AHPGIC on May 13, 2015. He was to retire on the superannuation of his service on March 17, 2022. However, he was given the charge as director in-charge for six months without appointing a new regular director in his place.

### '3 farmer suicides in 1 month' in Odisha: BJP meets Governor



**Bhubaneswar (KCN):** A delegation of the Odisha unit of the Bharatiya Janata Party (BJP) Krushak Morcha led by its state president Maheswar Sahu met Governor Raghubar Das on Thursday over reports of farmer suicides in the state. The saffron party alleged that the state government has drastically failed in irrigating farmlands in its 23-year-long rule.

farmer suicide cases in one month, one each from Jajpur, Nayagarh and Bolangir, ascribing the suicides to the drastic failure of the state government. The leaders of the BJP Krushak Morcha alleged that the state government has failed in irrigating farmlands in its 23-year-long rule.

Due to the lack of irrigation facilities and deficit rainfall, the farmers in some pockets are facing drought-like situation. In some other pockets where paddy has already been harvested, farmers are forced to resort to distress sale because the government is yet to open paddy

procurement centres. Demanding justice for farmers, the leaders submitted a six-point charter of demands to the Governor, urging his intervention.

While briefing the media, the state president of BJP Krushak Morcha, Maheswar Sahu said, "It is unfortunate that the government couldn't provide irrigation in farmlands in its 23-year-long rule. It has failed for which, this year farmers have faced crop loss due to deficit rainfall. Unable to bear the crop loss, three farmers have ended their lives this month."

No comments have been received from the concerned authorities.

### Odisha: Jagannath Temple Natamandap Repair Work From Today

**Bhubaneswar (KCN):** The Archaeological Survey of India (ASI) will commence repair work at Natamandap (dancing hall) of Jagannath temple at Odisha Puri town tomorrow (November 17).

The President said that India's leading position in the world community is also visible in the field of audit. The emphasis on the issues of Blue Economy and Responsible Artificial Intelligence during India's presidency of Supreme Audit Institutions 20 (SAI 20)

is a good effort to prepare a roadmap for the future. She was happy to note that C&AG is also playing a leading role in other international forums.



pm on a day without causing any hindrance to the devotees and the rituals of the presiding deities," said SJTA Chief Administrator Ranjan Kumar Das.

The Orissa High Court yesterday directed the ASI to start repair work at Natamandap on November 16 (today) while hearing a case pertaining to the conservation of the 12th century shrine.

"The ASI will commence Natamandap repair work tomorrow. The temple administration today gave its nod to the ASI. The repair work will be done within 6 am and 10

chief. The ASI will complete Natamandap repair within 120 days. The agency will be allowed to carry out the work for six hours in one go after the completion of Kartika rituals at the 12th century shrine, said Jagannath Temple Managing Committee member Madhab Mahapatra. In another development, the temple authorities have decided to repair the 'Ratnapalank' of Lord Jagannath. "The skilled artisans will start Ratnapalank repair work tomorrow," said an official of the 12th century shrine.

### IMD Issues Yellow Warning In These Odisha Districts On November 17

**Bhubaneswar (KCN):** With Deep Depression over westcentral Bay of Bengal that moved north-northeastwards, light to moderate rain or thundershower is very likely to occur at a few places over Odisha districts during next 24 hours, India Meteorological Department (IMD) forecasted today.

In its evening bulletin,



the IMD said, "The Deep Depression over westcentral Bay of Bengal moved north-northeastwards with a speed of 17 kmph during past 6 hours and lay centred at 0830 hours IST of today, the 16th November over

the early hours of 18th November 2023." Minimum temperatures observed marked rise at one or two places over the districts of South Interior Odisha, appreciable rise at a few places over the districts of North and South Coastal Odisha and no large change at elsewhere over the districts of Odisha. They were below normal at one or two places over the districts of Interior Odisha, appreciably above normal at a few places over the districts of Coastal Odisha, above normal at a few places and normal at elsewhere over the districts of Odisha.

### BJD MLA Rajendra Sahoo accused of submitting forged certificates



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 Nhan, 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, 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 bringing 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 Odisha in 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 rajarani temple 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



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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 @lakshmimanchu 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, Shehnaz 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



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

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.

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 'Chunauti' 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



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.

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

# A Home away from Home



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 organisation 'Chandrabhaga' at Baleswar. 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 Shyam Sundar 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 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 Baleswar 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 know the reason and discovered that it was due to faulty wheel balancing. We were saved from a certain 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 town. Shrideb'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 of 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 External 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

**Visiting Professor of Development Communication**  
**Former Director, I & PR and Culture, North Eastern Council**  
**Ministry of DODER, 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



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.

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

pilgrimage of millions of these vibrant crustaceans has not only become a natural wonder but also a powerful force in driving ecotourism and promoting environmental awareness. The appearance of lakhs of Red crabs, which are generally found at the Talsari beach in Baleswar district, along

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

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

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.

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 crabs' contribution is a crucial step towards 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



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

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

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

## Winter Cold Disease

Prof. Dr. Jyotiranjan Champatiray



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 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

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.

The author is a journalist and columnist

**HOD & Professor, Deptt. of Paediatric, Fakirmoham 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 and 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. He

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, Ra ng 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

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 Mukhopadhyay 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.

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, 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 Janatiya Gaurav Diwas was solemnly observed at Shanka

## Union Minister of State for Education flags off Decorated Vans on Viksit Bharat Sankalp Yatra at Bankura

## Janatiya Gaurav Diwas Duly Observed in Purulia



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

## 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.

## 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, President, 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 Yognis of Hirapur" and "The Yognis of Ranipur Jharia" were very well received and have become bestsellers.

Speaking on the occasion, Anil Dhir, the Co-convener 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-convener 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.

## 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 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

in a meeting convened by Additional District Magistrate. And the mass communication 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.





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## Jindal stainless champaign 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 Pattaik 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.

To equip these aspiring entrepreneurs with the necessary skills and knowledge, the selected candidates undergo a rigorous 104-hour entrepreneurship training program. Following their training, they receive six months of mentorship to guide them in setting up their businesses. To date, Swakalpa has reached out to 340 candidates in the Bramhagiri and Astaranga blocks of Puri under this program, fostering a new wave of

entrepreneurship.

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.

## Apna collaborates with Truecaller to ensure Identity, Trust, and Safety

**New Delhi:-** Taking a step ahead towards providing a seamless and secure user experience, Apna, India's largest jobs and professional networking platform, has collaborated with Truecaller, the leading global platform that enables safe communication for instant onboarding of customers.

The partnership is in sync with Apna's objective of enhancing the overall user experience by leveraging Truecaller's expertise, to connect people with hyperlocal opportunities.

Through this partnership, Apna has been able to improve the overall calling efficiency by about 15% in less than a year. The platform has

also seen around 40% of its users verify their identity seamlessly via Truecaller's 1-tap verification SDK, leading to faster activation of their users. Truecaller's verification SDK (the developer-focused tool) enables mobile number-based instant and frictionless user verification for onboarding new users to the Apna mobile platform.

Talking about the association, Shantanu Preetam, Chief Technology Officer, apna.co said, "In the last two years, Apna has grown to be India's most trusted jobs and professional networking platform with 22 million users across 70 plus cities. The trust has been

based upon the safety and seamless experience we aim to provide and Truecaller has been an invaluable partner supporting us with the same. We look forward to our journey with Truecaller as we strengthen our mission of empowering more lives and #AcceleratingIndia."

"Truecaller focuses on developing solutions for businesses and developers that increase the efficiency from user onboarding to last-mile communication. With Truecaller Verified Business Caller ID, Apna has added more context in its user-calling communications, enhanced their brand reputation, and delivered considerable value and safety to end consumers.

## Celebrate SabitriBrata with Kalyan Jewellers in traditional style!

**Bhubaneswar:** SabitriBrata is considered among the most auspicious festivals, which is widely celebrated by women in Odisha, signifying the embodiment of a marriage. On this auspicious day, women observe the age-old tradition of day-long fast for the long life of their spouse. To mark this occasion, Kalyan Jewellers' refined collection, which is a perfect blend of India's artisanal heritage and craftsmanship, truly symbolizes 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 SabitriBrata 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 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

## 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



# Sometimes you just have to tip your hat to the better side: Williamson

**New Delhi:** Fate hasn't been kind to Kane Williamson this year, as he walked in to sit at another press conference after his team lost the 2023 World Cup semifinal to hosts India at the Wankhede stadium, Mumbai. Williamson, a man whose composure has been tested repeatedly - as a player in the 2015 World Cup final, a captain in the 2019 World Cup final, and the 2021 T20 World Cup final - was tested further as a player in 2023. A muscle tear kept him out of the IPL and a few matches of the World Cup, a broken thumb off a freak throw in his return match only to go back to the bench again, and finally a string of

games, only to run into a rampaging India in the semifinal.

"India are playing seriously good cricket, they're a class side, and to come out in a semifinal and to repeat what they've been doing this competition shows where they are as a team," he said in appreciation of India, before a snappy "Phones off please" - a testament to how much fate has tested him in the recent past. "They certainly put us under a lot of pressure in the first half. It was tough, there wasn't much in the surface for us and we were trying to defend large parts of that, so credit to the way they played."

Williamson, however, maintained that he was

proud of his side for putting up a fight under tough conditions batting second, and actually threatening to chase down the generally uncashable. In fact, earlier in the tournament, New Zealand were in the hunt chasing 389 against Australia until the final delivery, before falling just short.

"In the second half, I'm proud of the fight really, it was tough - a lot of movement with the new ball, so to give ourselves a bit of a sniff although a lot of things had to go our way," said Williamson, also taking into account the 'rub of the green' factor, that simply didn't go New Zealand's way on the night. "Reflecting on seven weeks of cricket, as a side we can

be quite proud of the effort that's gone into getting to where we are and it just didn't quite happen for us today."

When asked about the pitch controversy all over social media,



Williamson came to the defence of the curators, insisting that it wasn't an unsuitable pitch, and that New Zealand simply lost to the better side on the night.

"It was a used wicket, but

a pretty good surface as we saw, they certainly got plenty out of it in the first half," said Williamson. "I guess conditions change as they go under lights and that's what we expect, and they played really

well, and we lost to a better side."

In admiration of fellow player Virat Kohli's record-breaking 50th ODI hundred, Williamson said, "I mean that's something quite special. If you play fifty games, some people would call that a great career. To get 50 hundreds, trying to find the words to describe it. "It's not just that, it's the way he goes about it, about winning games for his team. There's a lot of attention that comes with his success but it's always about pushing his team forward, so, he's the best isn't he? And he seems to be getting better, so that's a worry for oppositions all over the world."

## "Perfect picture" feels Kohli after 50th ODI ton

**Mumbai:** As if becoming the most prolific ODI centurion in the history of the game wasn't enough, Virat Kohli brought up his record 50th hundred in a World Cup semifinal at the iconic Wankhede Stadium, with his family and childhood hero cheering from the stands. The 35-year-old, who now has one more ODI hundred than Tendulkar, equated the circumstances of his record feat to painting "the perfect picture".

"Look, as I said, it's stuff of dreams. You know, Anushka [Sharma, his wife] was sitting right there, Sachin paaji was there in the stands. I mean, it's very difficult for me to explain this but if I could paint the perfect picture, I would want this to be, you know, the picture. My life partner, the person I love the most, she's sitting there. My hero, he's sitting there. And you know, I was able to get to fifty [ODI hundreds] in front of all of them and all these fans in the Wankhede, a



historic venue," an emotional Kohli said after scoring 117 off 113 against New Zealand.

"The great man [Sachin Tendulkar] just congratulated me. It feels like a dream. It's too good to be true, it feels surreal. I never thought I'd be here ever in my career, just to help the team so many times," he added. Tendulkar too conveyed his wishes on a social media post.

"I couldn't be happier that an Indian broke my record. And to do it on the biggest stage -- in the World Cup semifinal -- and at my home ground is the icing on the cake," Tendulkar said. Kohli saluted him after reaching the milestone where he was in the

President's Box, along with a galaxy of celebrities, including football legend David Beckham.

"The first time I met you in the Indian dressing room, you were pranked by other teammates into touching my feet. I couldn't stop laughing that day. But soon, you touched my heart with your passion and skill. I am so happy that that young boy has grown into a 'Virat' player," Tendulkar wrote. This was Kohli's third hundred of the ongoing World Cup, an innings which propelled India to 397 for 4 in the knockout match in Mumbai. Kohli spoke about playing the anchor during this situation, playing for your team at all times."

tournament as a whole, a role that's been assigned to him by the team management.

"Again, a big game today, I had to kind of play the role that I've played throughout the tournament so that the guys around me can go and express themselves," Kohli said. "Just that everything came together so nicely and we have a great total on the board as well." For me, the most important thing is to make my team win. And whatever it takes to do that, I'm ready to do that, whether it's running singles and doubles, hitting boundaries, doing whatever the team wants me to do. I've been given a role in this tournament and I'm trying to play that to the best of my abilities. I try to dig deep, bat long so that the others can, you know, kind of play around me and have that confidence that I'm going into the later overs when I can dominate with the bat as well. So that's the only key to consistency, I guess, just playing according to the situation, playing for your team at all times."

**Karachi:** In the aftermath of Pakistan's abysmal World Cup 2023 campaign, Babar Azam has relinquished captaincy in all formats of the sport. Pakistan have since announced Shan Masood as the Test captain, Shaheen Afridi as their T20I captain and Mohammad Hafeez as the new Director of Pakistan Men's team in place of Mickey Arthur. "Today I am stepping down as the captain of Pakistan in all formats. It's a difficult decision but I feel it is a right time for this call," Babar wrote on social media platform X. "I will continue to represent Pakistan as a player in all three formats. I am here to support the new captain and the team with my experience and dedication. I want to express my sincere thanks to the Pakistan Cricket Board for entrusting me with this significant responsibility."

As Pakistan's World Cup campaign went pear-shaped, Babar came in for sharp criticism and



was even spotted cutting a lone figure during the team's defeat to Afghanistan. Runs also eluded Pakistan's star batter, and the No.1 in the batter till very recently, as he managed just 320 runs in the tournament at an average of 40 and strike rate of 82.90. Pakistan won only four of the nine league-stage games.

Earlier this year, Babar's ODI team also reached the pinnacle of the ICC rankings for a brief period. "Reaching the no.1 spot in the white-ball format was a result of the collective efforts of players, coaches and management but I'd like to express my gratitude to passionate Pakistan cricket fans for their unwavering support during this journey." Babar made this decision after a dramatic World Cup campaign in a release.

## Shami scales new peak in his serendipitous comeback tale

**Mumbai:** At a pivotal moment in the World Cup semifinal at the Wankhede on Wednesday, the discussion likely revolved around comparing the value of a century against a five-wicket haul. In a remarkable scenario that witnessed an accrual of over 700 runs, there was little doubt about who the ultimate victor would be - the bowler had to be the runaway winner. However, as the curtains came down on the riveting contest between India and New Zealand, Mohammed Shami injected a new dimension to the night's cricketing deliberations. The obvious point was should Shami's seven-for go down as the most

impactful bowling performance in Indian cricket history, across formats.

With a Perfect Ten and a nine-wicket analysis among the contenders, the jury would be out on that debate over the best bowling performance by an Indian in an international game but Shami's Wednesday's conquest will be the best in white-ball cricket on many counts - qualitatively and quantitatively too.

Bharat Arun, for one, believes so. "It's a no-brainer," asserted the former India bowling coach, whose tenure in the last decade witnessed Shami's evolution as a powerful bowling force in Indian cricket. "I have no reservations in

proclaiming this as the best by an Indian bowler, not just in the realms of quality, quantity and impact. Given that it was the World Cup semifinal, few bowling performances would match its value and class," Bharat affirmed.

"His consistent brilliance, coupled with the deft use of his experience makes him one of the finest bowlers of the game." Statistically, of course, it is unprecedented. His figures of 7/55 are the best performance by an Indian bowler, surpassing the achievements of others such as Stuart Binny (6/4), Anil Kumble (6/12), Jasprit Bumrah (6/19), and Mohammed Siraj (6/21 in the recent Asia Cup final). It also outclassed Ashish Nehra's

injury, and since then, Shami has been an unstoppable force. So forceful has been his showing that should Pandya come back, hypothetically, displacing Shami from the XI would still be an impossible task. In a stunning streak spanning six games, he has ascended to the pinnacle of the bowling charts, registering a formidable tally of 23 wickets. Despite amassing a score of 397, India found themselves in a rather tricky situation at one stage, requiring their seasoned custodian to alter the course of the match. In the 33rd over, he engineered a vital double-wicket breakthrough (Kane Williamson and Tom Latham), halting the

momentum of a resurgent New Zealand side that mounted a serious challenge to India's target. This breakthrough followed an earlier double-wicket incursion (openers Devon Conway and Rachin Ravindra) in back to back overs to provide a robust start to the home team. He went on to take three more wickets, including that of the dangerous centurion Daryl Mitchell, who was threatening the home team, eventually winning India the game by 70 runs. Little wonder that Shami was the Player of the Match.

"He has been incredible," said Williamson on Shami, post match. "He's only played probably half the games and he might be close to top wicket-taker and coming on first change, behind two outstanding new ball bowlers. I mean he's without a doubt one of the top operators in the world and the way he moves the ball and he keeps bringing the stumps into play. It's been quite phenomenal really, the amount of wickets he's gotten in such a small amount of games in this tournament. So, I mean, that Indian team in all departments are firing without a doubt and I'm sure they'll be looking forward to their next opportunity in a few days' time," the New Zealand skipper said.



orchestrating a dramatic reversal of fortunes. Absent from the India XI for four consecutive games, his arrival into the playing XI was rather serendipitously propelled by Hardik Pandya's