

Chief Minister for the Project. Science & Technology Minister Sri Ashok Panda said that this project will make Cuttack and Bhubaneswar truly a twin city. Chief Secretary PK Jena said that the project will not only ease out traffic in both the cities, it will also spruce up the economy. DMRC MD Vikas Kumar said that this is apt time to start transit oriented development in Odisha. It will spruce up economy, and push growth and development in the region.

6th Evening of 34th PECUC Sisumela

Little Children Shine in Spectacular Fancy Dress

Bhubaneswar (KCN): The 6th evening of the 34th PECUC Sisumela brought forth the enthralling Fancy Dress Competition, featuring the charming children as the evening's main highlight. Adorned in delightful fancy attire, their presence and laughter enchanted the audience, creating a captivating spectacle. Beyond their charming displays, these young participants also delivered powerful messages advocating environmental protection, highlighting the harmful effects of plastic and promoting

the importance of a clean, sustainable environment and on various social issues. Bandita Das, Sumitra Tripathy, Usharani Behera, Madhumita Das, Nalini Pradhan were in the judge of the Competition. They selected the winner as well as inspired the children with their talks. 19th Nov is also observed as World Day for prevention of Child Abuse and through the awareness messages children also highlighted the importance if this day. The guests of the evening were Pradeep Kumar



Biswal, IAS, Retd. and Odia Cine Artist Samarpita Das and Debarchan Mishra, Artist. Their heartfelt appreciation was

extended to PECUC for its remarkable efforts in offering a platform that allows children to showcase their inherent talents. The

organization's commitment to providing a nurturing and inclusive space was widely acknowledged

and warmly embraced by all. The winners of the Modern Dance and Odishi Dance Competition received the

prize on this occasion. The seven days event was sponsored by Odia Literature, language and Culture Dept, Govt. of Odisha and Rotary Club of Bhubaneswar, Unique.

In today's programme Mr. Pradosh Pattnaik, Senior journalist and Chairman, PECUC Sisumela Committee, Mr. Ranjan Kumar Mohanty, Secretary PECUC, Mrs. Anuradha Mohanty, Executive Director, PECUC and Madhabananda Behura, Senior Journalist were also present. Mrs. Ratna Dash, Mr. Jyoti Sankar

Mohanty, Alpana Das, Upama Mohanty, Priyadarshini Swain, Bamadev Jena, Bishnupriya Mohapatra, Sasmita Sahoo, Satyashiv Rath, Binod Kumar Dash etc. of PECUC facilitated the programme. Children of the Nrutyashree and Nrutya Pratiba Dance Group performed colourful cultural programme on this occasion, which was very entertaining for the audience. Today's programme was anchored by Arushi and Adyasha.

Deepawali Preeti Sammelan enhances bonhomie and togetherness – LN Bangur



Kolkata (KCN): Deepawali Preeti Sammelan enhances bonhomie and togetherness among people said LN Bangur, famous Industialist while inaugurating Preeti Sammelan organised by Churu Nagak Parishad ion Sunday evening. Speaking as Chief Guest

BL Mittal congratulated all members. Other dignitaries Sishir Bajoria, Chairman, Indian Institute of Management Shillong, Dr SK Sharma, former Sheriff of Kolkata, Rajendra Khandelwal, and Social activist Narayan Jain also addressed the gathering. BL Soti, President of

Parishad welcomed all. Jagat Baid thanked all. Ram Prasad Saraf, Pawan Dhanuka, Ishwar Goenka, Tara Chand Manot, Deepak Jain, Manju Agarwal and others actively helped for making the programme successful. Anshu Sethia anchored the programme very well. Famous singers Dhiren Sanghavi

and Sangeeta Sanghvi presented heart touching songs and Bhajans. All appreciated their performance. Master Heyansh Goenka was also felicitated for his success in World wide Book of Records due to his talent in identifying Indian States and its Capital on Indian Map.

CMD, NTPC inaugurates the 55 kWp Grid Connected Roof Top Solar Plant at NTPC ER-IIHQ Guest House in Bhubaneswar



Bhubaneswar, (KCN): Shri Gurdeep Singh, Chairman and Managing Director, NTPC inaugurated the 55 KWp Grid Connected Roof Top Solar plant at NTPC ER-II HQ Guest house in Bhubaneswar, on 18th November, 2023 in the august presence of Shri Ramesh Babu V, Director (Operations), NTPC and Shri Partha Mazumder, Regional Executive Director, NTPC (Eastern Region - II). This 55 KWp solar plant installed on the roof and

shed of the guest house building comprises of 101 solar panels installed in 8 strings. The solar plant is expected to generate around 64,000 units of electricity per annum and at present shall meet 82% of the electric energy requirements of the guest house. It is the step towards the "Net Zero Mission" for the guest house in Bhubaneswar. CMD, NTPC congratulated ER-II HQ team led by RED (ER-II) for this initiative towards renewable electricity



generation. He advised the team to explore for installation of more solar panels, with new structures over the roof, for enhancement of the generation capacity. TP Central Odisha Distribution Limited

(TPCODL), the distribution arm of Government of Odisha in that area of Bhubaneswar, has accorded the permission for Net Metering to NTPC for this Roof Top Solar on 15th. November 2023.

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Radharani : An Epitome of Devotion



Dr. Arundhati Devi

We all have seen Radha along with shree Krishna in so many temples and know that they are the embodiment of love and the purest form of love. We know that they are divine lovers but many of us do not know who Radha was and what happened to her after Krishna left Nandgaon. Did Krishna meet him after he left Nandgaon? How did she leave the earth? All these questions are very ambiguous and are not very clear to everyone. So who was Radha and how did she come on this earth and why?

Actually the reason of this doubt is that there is very less or no

information we have in our mythological texts or Puranas about Radha. Yes it is true. Radha has not been mentioned in any of the major religious texts such as Mahabharata or Padma Purana or Shrimad Bhagvatam, or Harivansha. But there is no mention of Radha in any of these books. Now this is a shocking fact that we get no evidence as to who Radha was or was there any village girl named Radha who ever existed or not?

The first time when Radha is mentioned in the texts is when Jayadev wrote about her in Geet govind and also when Nimbaark sect started preaching people about her. Before this era Radha was not worshipped with Krishna in any temple. The village cow girl Radha who lived only for Krishna, whose life and soul everything was dedicated to Krishna has not been mentioned in these prime texts.

Radha also called Radhika, Radharani and Radhikarani, is the

childhood friend and lover of Krishna in the Bhagavata Purana, and the Gita Govinda of the Vaisnava traditions of Hinduism. Radha is almost always depicted alongside Krishna and features prominently within the theology of today's Gaudiya Vaishnava sect, which regards Radha as the original Goddess or Shakti. Radha is also the principal object of worship in the Nimbarka Sampradaya, as Nimbarka, the founder of the tradition, declared that Radha and Krishna together constitute the absolute truth. Radha's relationship with Krishna is given in further detail within texts such as the Brahma Vaivarta Purana, Garga Samhita and Brihad Gautamiya tantra.

In the story of Krishna, as told in the Mahabharata and the Bhagavata Purana, he spends much of his childhood in the company of young cow-herd girls, called Gopis in the village of Vrindavan. Krishna left his native place at the age of twelve for study at

gurukul. The Mahabharata does not describe Krishna's earlier life in Vrindavan in much detail, and focuses more on the later battle of Kurukshetra but within the Bhagavata Purana the child-hood pastimes of Krishna are described very vividly. Within the Bhagavata Purana, Radha is not mentioned by name but is alluded to within the tenth chapter of the text as one of the gopis whom Krishna plays with during his upbringing as a young boy. Krishna left Vrindavan for Mathura at the age of 10 years and 7 months according to Bhagavata Purana. So Radha is assumed to be also 10 years old or less when Krishna left Vrindavan. It is in later texts such as the Gita Govinda where we find the story of Radha given in more detail.

Radha's pain is matchless; no one can worship or regard Krishna without Radha. She got lost in the pages of history and mythology may be because she was an ordinary, simple, village cowherd

girl unlike goddess Rukmini who is an incarnation of goddess Lakshmi; may be because among those grand characters of Mahabharata, she was too simple and ordinary to be mentioned.

But love and sacrifice of Radha is too big to be ignored or lost in history. The love and sacrifice of this simple village girl is bigger than anyone. No matter how much we debate about her existence, Shrimati Radharani is the base of love and devotion, she is an epitome of devotion, sacrifice and unconditional love and no doubt that's why we love her so much with lord Krishna and can't stop chanting her name and worshipping her with our beloved Lord Shri Krishna.

Director & Secretary, International Indecency Prevention Movement, Odisa, Cuttack, Mob. : 9937172810

Sri Radha Ashtami

Prof. Dr. Umesh Chandra Patra



Sri Radha Ashtami, or Radhashtami, the birthday of Radha, 21st November, 2023; is a major festival celebrated by Lord Krishna devotees. It falls on the eighth day of the Shukla Paksha in the month of Bhadrapad. The day celebrates the relationship between Radha and Krishna – a unique relationship between god and human.

The love of Radha is not mere lust provoked by hormones. There is a divine background here. The love of Radha to Krishna is the love of God Shiva to God Vishnu. Krishna was the incarnation of God Vishnu. You have asked this question thinking of Radha as an ordinary human being without having any divine background. Here, the love of God Shiva to God Vishnu is not just but divine love. The Gopikas danced with God Krishna based on divine love because the Gopikas were sages who did long and severe penance for millions of births and Krishna was God Himself.

Here, you must remember the divine background. If you take the character of Radha as an ordinary human being, your doubt is genuine. If Radha and Krishna were ordinary human beings like Ayanghoshha, then you can

justify Ayanaghoshha and blame Krishna. Suppose Radha is a human being although Krishna is God, even then you can blame Krishna. Here, Radha also has a divine background. The divine background present for both Radha and Krishna should be taken when you raise such doubt. Therefore, between the love of God Shiva and God Vishnu, the love of a human being can't stand at all. Here, through Radha, the role of a climax devotee is being projected which is the most important point from the point of spiritual knowledge. You should not take this incident as some story of ordinary human beings presented in the novel of Yaddanapudi Sulochana Rani and then start your novel review! It is told that if there is a scholar, test him in the Bhaagavatam to see how much he has understood spiritual knowledge. Even great scholars of spiritual knowledge are to be tested in the Bhaagavatam. Only then can you call them as scholars. Therefore, there is only divine love and no hormonal lust between God Vishnu and God Shiva.

Love to God is called as devotion and such devotional love-based lust is not the hormones provoked lust-based lust. Sage Narada says that the Gopikas did not love Krishna seeing His physical beauty but they loved Krishna because Krishna was God. Their love was based on divine love or devotion. If the love of Gopikas was based on the physical beauty of Krishna, it would have been a horrible

sin as in the case of prostitutes and hell would be the final result.

Similarly, the love between Radha and Krishna is not hormones based lust that happens between ordinary males and females but it is based on the divine love between God Vishnu and God Shiva. The other Narada Bhaktisutra says, "Anyatha jara'amiva..." which means that if hormones-based-lust was the basis between Krishna and Gopikas, that would have become illegal action or sin and punishment will be given to Krishna as well as to the Gopikas. The Gopika is embracing Krishna as God due to devotion which is also love. The intention is pure there. Who is this Gopika? She is a Sage. When the sage was doing penance, several heavenly angels came, danced before him but failed to disturb him. In fact, the sage cursed those dancers. He has already burnt the hormones based lust in penance. How can he get that lust again? When a devoted sage has burnt the lust, will Krishna, who is God Himself, get such lust? So, where is the hormones based lust between Krishna and Gopikas? It is only devotion-based lust. Lust is also action. Action is inert. It can't give any fruit. It has no capacity to give any fruit. Only the base of the action which is awareness in the form of intention, has the capacity to give the fruit. In the case of Gopikas, that base is pure.

Prof. Hepatology Deptt. S.C.B. Medical College, Cuttack, Ph :

Why do children take wrong decision?

Prof. Dr. Jyotirnanjan Champtiray



Why do children take wrong decision? What are the factors that force them to commit suicide? How pitiable it is that a child takes his/her own life voluntarily and intentionally. Whether parents have failed to extend comfort zone to the child? Most of the children who commit or attempt suicide are adolescents. An adolescent is neither a child nor an adult. It is a transition period which can be compared to twilight. Adolescents will always be in a delighted position, so they dream a lot. It is a period they tend to like solitude to mould their dreams, aspirations and desires. Hero worship and role models play a dominant role in their life. They are exited and delighted and they are in an energetic and enthusiastic world, so they laugh a lot for petty things and jokes and always in a joyous and happy mood. Always they are in a sensitive and vibrant mood. Then, WHY do they opt for wrong decisions? Some children end their life because of failure of love. But most of the children who commit suicide write letter to their parents and regret that they could not fulfill their parent's dreams. The problem is parents

thrust their dreams and aspirations to their children and demand them to fulfill them. They want their child should be the topper in the school and should be an achiever in all the curricular and co-curricular activities. They never let the children play and do activities on their own. Most of the parents demand that their children should breathe and walk in the schedule they decide. In the ancient days, man in the family worked and women took care of the children. Or else as it was joint family set up, so elders cared their grandchildren by themselves or with the assistance of servants. Parents can be divided into three categories. First category includes business people, wealthy people and professionals. They provide their children all the modern gadgets and leave their children totally under the care of maids. Most of the time, the children are beaten and abused by the servants. It is a prestige issue, so they dump their children in the reputed schools and never bother and reluctant to take them home even for summer holidays and abandon them in summer camps. "Second category parents aspire and demand their children should excel well and strive hard to develop the status of the family. They demand the child should adhere and grow in the sketch they have designed. Children's aspiration, likings, desires and dreams are totally ignored. The circle is drawn clearly

and the children have to dwell in it." Third category parents have to run for their livelihood, so they never have time to look after their children. These children are kept in a very vulnerable position and most of the children are abused by the area people. Parents do not have time to dream and never force the children. Exceptionally talented kids farm their dream and work hard and shine well in spite of all the oddities in life. Our Abul Kalam is an example for it. But most of the children are forced to work for their daily bread. All categories demand the children to live in the way they decide. The children had space in the joint family set up and freely expressed their complaint against their parents to their grannies. Sometimes they scolded their parents when they made the complaint. The outburst automatically relieved them from the stress and tension because they had outpoured all the distaste, anger and distress freely. Always there would be an affectionate aunty to listen to the anguish of the child. Grandparents would question the parents which in turn smoothed the psychological pressure and mental torture of the child. Parents did not have any ego clash when they were enquired by their parents. The children were given the right counseling and consolation by their relatives. The child was made to realize all efforts of parents were only for their welfare. As the child expressed her/his feeling fully, the pressure and tension drains and the child becomes normal. This is not at all accessible

for the children now-a-days. Most of the parents never have time to talk freely with their children. Even if they have they use it for smart phone. They think providing all the modern gadgets, hygiene food and sophisticated atmosphere alone is parenting. They fail to realize the expectation of their children. The child with the angel heart expects the nearness and warmth of the parents. If it is denied or ignored the child boast and blows the distaste and takes the wrong decision because she/he was not given the opportunity to express freely. So they end up their life. Some parents approach psychiatrists for the resque. For some cases it works but some children prolong the stress even after the counseling. In the olden days the counseling was given by the elders in the family and everyone observed and checked whether the child is totally relieved from the stress. The routine observation, love and affection healed the wound in the child's heart. This much close observation and healing the paid psychiatrist cannot render because they cannot come and stay with every patient they treat. Most of the suicides are eleventh and twelfth students. The questions like, "What is next?, Whether I can fulfill my parents' dream?" pressurizes them a lot and the doubt, the anxiety and the fear of disappointing their

parents drives them for suicide. They love their parents and esteem their desires and dreams a lot, so they take fatal decision when they could not fulfill them. Most of them believe that parents are their world and are ignorant that there is a (real) world outside home and they are a tiny part of it. Parent should try to understand the children and accept them with all their weaknesses and help them to overcome the defects and assist them to improve. It is possible if you approach your children with heart full of love and consideration. Do tie (with love, affection, restriction, knowledge about right and wrong, tradition, religious and family ethics) and let the card loose and allow your children to breathe fresh air and grow in the way they like. If such permission is given the child will always return back to you for clarification, suggestion and guidance. Talk with your children happily, spend more time with them, feed them with the dishes they like and fulfill the small aspiration of them. Do not implement hard and fast rules. Instead make them understand the security assured. Sure miracles will happen in the way you aspire, if the children believe and trust you.

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Ukraine, Gaza & Kurukshetra



Dr. Prafulla Kumar Das

with Israel despite pressure from the Western world to do so and has once again appealed for peace. This sitting on the neutral fence of peace could well irk critics and prompt the question as to how come, for all our holier-than-thou airs, about Gandhian ahimsa, our most venerated text, the Bhagwad Gita, has Krishn in his cosmic manifestation enjoining the faltering Arjun in the name of dharma, religious duty, to let slip the dogs of war against his kinsmen, the Kauravs, at Kurukshetra. Such an accusation would be based on a profound misunderstanding and misrepresentation of an allegory that uses the metaphor of war to represent the daily inner battle we all must wage against the wily adversary of our own ego which, through the ploys of fear, hate, revenge, envy, and greed, prevents us from breaking the illusory bonds of attachment and attaining liberation. The Gita, generally deemed to be a later addition to the epic, is an anti-war testament in that it seeks to free us from the passions of the mind, which lead to violent confrontations between individuals, ethnic and religious groups, and nations. It is a clash of egos that results in the

raging inferno of war, the hell that humankind unleashes on earth, putting to shame all our achievements of science, art, and philosophy. At the heart of the great tale that valorises martial feats of skill and subterfuge, the Gita is like a vertiginous zoom-out cinematic shot that awakens and raises consciousness far above the sound and fury of mortal combat to a realm of pacific calm, beyond the earthly boundaries of violence and bloodshed. Another ageless epic set against the backdrop of the clamour and clash of weaponry is Homer's Iliad, about the siege of Troy, which currently is in the literary limelight thanks to Emily Wilson's widely acclaimed English translation that, in unrhymed verse, captures the horrors and tragic futility of warfare. Zhuge Liang, a statesman and strategist in China's Han Dynasty, succinctly summed it up: "The wise win before the fight, while the ignorant fight to win." In other words, the best way to win a war is to learn not to fight one.

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Climate Stability through Global Cooperation



The Paris Climate Agreement, signed in 2015, marked a significant global commitment to combat climate change by reducing greenhouse gas (GHG) emissions. However, the recent "global stock take" report by the United Nations reveals a shortfall in achieving the necessary cuts to ensure climate stability. This emphasizes the urgency for governments worldwide to take decisive action to limit global warming within safe parameters. While industry, transportation, electricity, and buildings contribute to 75% of global GHG emissions, effective public policies can mitigate pollution, promote consumer savings, protect public health, and stimulate sustainable economic growth. Promoting innovation for practical application and widespread adoption of cross-sectoral decarbonizing technologies is crucial for significantly reducing greenhouse gas (GHG)

emissions. A progressive environmental innovation strategy is essential, involving clear targets on costs, resource maximization from both public and private sectors, and exploring potential technologies domestically and internationally. The strategy emphasizes technical assessments based on user costs and GHG reduction effects through life cycle assessments. It advocates for accelerated public and challenging research and development (R&D) with ambitious goals. Hosting international conferences, like the Research and Development 20 for Clean Energy Technologies (RD20), aims to gather global wisdom and enhance alliances among R&D institutes. Knowledge-based support is provided for selected companies to strengthen initiatives leading to business, visualizing potential technologies and human resources for business cases. Target setting and issue visualization for commercialization focus on energy efficiency, CCUS/negative emission, hydrogen, renewable energy, and nuclear technologies. Innovation in economic and social systems/

lifestyles includes promoting green finance. Mobilizing finance through disclosure, including the Task Force on Climate-related Financial Disclosures (TCFD), involves visualizing corporate initiatives and fostering innovation through financial institutions. This approach ensures a strategic alignment with climate-related opportunities and the formulation of guidance on green investment for financial institutions. Crafting policies to transition from fossil-fuel-based economies to avert climate catastrophe is a formidable challenge. Tackling this challenge requires a multifaceted approach involving technical, economic, and political expertise, substantial financial resources, and a dedicated workforce. Unfortunately, the agencies responsible for devising and implementing crucial policies are often understaffed and underfunded. Compounding the issue, regulators frequently rely on information from the industries they oversee, leading to potential conflicts of interest, weak regulations, and missed policy objectives. An effective strategy to counterbalance this power imbalance

involves independent non-governmental organizations (NGOs). These organizations play a crucial role in providing policymakers with unbiased information and technical expertise, enabling the design of robust regulations that effectively reduce harmful emissions. The example of the US Environmental Protection Agency's efforts to reduce truck pollution highlights the impact of independent analysis. When drafting rules in 2016, various industry bodies presented conflicting information. The International Council on Clean Transportation (ICCT), an independent think tank, conducted a comprehensive study, offering impartial data demonstrating the cost-effectiveness of stringent pollution standards. Consequently, these regulations are anticipated to result in significant emission cuts, substantial cost savings for truck owners, and substantial damage prevention over the next three decades. NGOs, such as the ICCT, can also assist emerging economies with fewer resources in initiating transformative climate programs. These

organizations can increase access to affordable, pollution-free electricity by facilitating the rapid adoption of clean-energy solutions. Additionally, rules promoting cutting-edge technologies can drive innovation, enhance competitiveness, and position countries as climate leaders. India's appliance-efficiency program, launched in 2006, exemplifies the positive impact of such collaborations. NGOs like CLASP and The Energy and Resources Institute (TERI) played instrumental roles in adapting successful efficiency-labeling programs to the Indian market, substantially reducing GHG emissions and India's emergence as a leading manufacturer of energy-efficient appliances. While these initiatives may only sometimes attract significant attention, unbiased research provides regulators with the necessary data to develop transparent and effective environmental policies. Technical assistance from independent NGOs lays the groundwork for policy successes crucial in overcoming the climate crisis. As

economies, both developing and developed, enhance their state capacities, they become more confident in setting ambitious targets, creating a virtuous cycle of progress. With the proper support, the world can ensure that future climate-action reports reflect accomplishments that make future generations proud. Tackling global warming and climate change requires a comprehensive and collaborative approach. Here are some suggestions: Investment needs to be made in promoting renewable energy sources such as solar, wind, hydro, and geothermal. We need to incentivize the development and implementation of renewable energy technologies. We must encourage the transition from fossil fuels to cleaner transportation, industry, and electricity generation alternatives. Enforcement of strict energy efficiency standards for buildings, appliances, and industrial processes, use of energy-efficient technologies and practices in both residential and commercial sectors, supporting research and development of

innovative energy-saving solutions, implementation of sustainable land-use practices and prevent deforestation, protection and restore ecosystems such as mangroves, wetlands, and forests, which act as carbon sinks will go a long way in mitigating climatic changes and global warming. We must encourage businesses and industries to adopt low-carbon technologies through economic incentives, use revenue generated from carbon pricing to fund climate change mitigation and adaptation projects, strengthen global cooperation on climate issues through international agreements and partnerships, and share knowledge, resources, and technologies for effective climate action. Allocation of resources to fund scientific research on climate change impacts, mitigation strategies, and innovative technologies, supporting interdisciplinary research to understand complex climate systems better, and translate research findings into actionable policies and practices are also the need of the hour. Further, we must develop and implement strategies

to adapt to the impacts of climate change, such as rising sea levels, extreme weather events, and changing precipitation patterns, invest in resilient infrastructure and urban planning to withstand climate-related challenges. Circular Economy Practices through the promotion of the concept of a circular economy to minimize waste and encourage recycling supporting businesses that adopt sustainable and circular production models are also essential. Government Policies and Regulations through enactment and enforcement of policies that limit greenhouse gas emissions across industries, providing incentives for businesses and individuals to adopt sustainable practices, establishing long-term climate goals and regularly reassessing and adjusting policies based on scientific advancements and changing conditions etc., can contribute to mitigating the impacts of climate change and fostering a more sustainable and resilient future.

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Fostering Excellence in Government Schools: A Welcome and Transformative Initiative"



Aubaid Ahmad Akhooon

In the pursuit of educational excellence, the government of Jammu and Kashmir has introduced a series of visionary initiatives aimed at not only elevating the quality of education but also promoting transparency, accountability, and community involvement in government schools. These multifaceted strategies are a testament to the government's unwavering commitment to nurturing a brighter future for the region's youth.

1. Enrolling Teachers' Wards in Government Schools: A Strong Foundation: One of the foundational pillars of this transformative journey is the requirement that government teachers and employees enroll their own children in government schools. This policy is a powerful demonstration of trust in the public education system and encourages teachers to actively engage in enhancing these institutions.

2. Merit-Based Promotions and Examinations: Traditionally, promotions in the education sector have

been heavily reliant on seniority. However, the government has shifted its focus to merit-based promotions, with in-service exams serving as a crucial component in assessing a teacher's proficiency, knowledge, and dedication. This change ensures that promotions are earned through competence, ultimately benefiting both teachers and students.

3. Transparency through Monthly Reports: To uphold transparency and accountability, Zone Education Officers (ZEOs) are now mandated to publish monthly reports in local newspapers. These reports comprehensively cover government school policies, achievements, activities, teacher standards, and more. This practice not only keeps the public informed but also motivates authorities to continuously strive for improvement.

4. Teacher Training and Professional Development: Investments in teacher training and professional development programs have been prioritized. These initiatives are designed to keep educators up-to-date with the latest teaching methodologies and technological advancements. A well-trained teacher is more effective in the classroom and positively impacts students' learning

experiences.

5. Encouraging Community Engagement: Active engagement of parents and the local community is a critical component. Government schools now actively involve parents through parent-teacher associations and seek community support. This collaborative approach empowers the community, fosters a sense of ownership, and strengthens the school's standing.

6. Infrastructure and Resource Enhancement: Improving the physical infrastructure and providing necessary resources, such as textbooks and teaching aids, is vital. Adequate classrooms, libraries, laboratories, and technology support are being provided to create a conducive learning environment.

7. Holistic Education: Education is not just about academics; it's about character development, critical thinking, and practical skills. Government schools are emphasizing holistic development to prepare students for academic and life challenges.

8. Regular Assessment and Feedback: To identify areas in need of improvement, a system for continuous assessment and feedback has been implemented. Students, teachers, and parents have channels to

provide valuable feedback on various aspects of the school environment.

Tailpiece : the comprehensive efforts to transform government schools in Jammu and Kashmir deserve our utmost appreciation. By adopting an integrated approach that includes academic enhancements, transparency, community engagement, and infrastructure development, these initiatives are poised to create a more conducive and enriching learning environment for students. With sustained dedication and support, government schools can indeed become centers of excellence, nurturing the potential of every child and contributing to the region's progress and development. This transformation represents an investment in the future, where education empowers individuals and uplifts communities....

Author is a renowned Columnist & Motivational Speaker and an Associate Editor of the Weekly Publication 'Education Quill.' He currently serves as the Senior EDP Head at DD Target PMT Kashmir, a reputable institute renowned for its coaching classes in the medical/ JEE/Foundation Classes.

"Renew, Reflect, Reconnect: Islam's Call"

Umais Mudasir Farooqi

We are Muslims, the Ummah of our beloved and honorable Prophet Muhammad PBUH. So, where do we stand? Are we the people for whom Prophet Muhammad PBUH used to cry in the midnights? Do we truly deserve to be here? Are we the people whom Prophet Muhammad PBUH wished for? Where did we lose our souls? Where did we lose that humanity? Aren't we starving for peace? What is the cause of the hardening of our hearts? It's unfortunate to unveil the reality of the Muslim community at this moment. We proudly call ourselves Muslims without truly understanding what Islam is. Many are unaware of the first and last Caliph of Islam and struggle to recall the biography of our Prophet Muhammad PBUH. Looking at the circumstances prevailing in the world, it's evident that many are not living their lives in peace. There is chaos, suffering, heartbreaks, diseases, and a lack of peace of mind globally. The pursuit of worldly fame has led people away from the Almighty, and in this dreamy world, we've mistaken it for real peace. As we run after worldly fame, it's crucial to remember that this

fame is temporary. Afterward, we'll be running after [AL-NAFSI]. We erroneously consider this worldly fame as if we are going to stay in this world forever, leading us down the wrong path with "HELL" as its destination. In our journey, we often neglect those who warn us about our misguided path, focusing more on those who support us, considering them dear friends. The opposing voices are seen as enemies. This world, considered heaven by many, is, in reality, a prison for the followers of Allah. The hardening of hearts occurs when we drift away from Almighty Allah. The obsession with appearance and attire, with little regard for Islam, renders our lives wasted. By the time realization dawns, opportunities blessed by Allah have passed, and the past cannot be recovered. The signs of the day of judgment are becoming more apparent. Wiser individuals focus on reforming themselves to secure a better Aakhirah. Ironically, people from other religions are converting to Islam, realizing the darkness in which they had been living. Yet, many born Muslims are distant

from their Deen, with converts teaching them about Islam. The hardening of hearts results from moving away from Almighty Allah. People's concerns about appearance overshadow their connection with Islam, leading to wasted lives. If you realize you are on the wrong path, come back soon before Allah snatches this opportunity. In your journey of repentance, remember to stay committed. Do not disclose your plans, as others may divert you. People may try to demotivate you, but have faith in Allah's mercy. Care about what Allah thinks, not what people say. The journey ahead, though filled with hurdles, will be fruitful if you stay connected with Allah and Prophet Muhammad PBUH. Quoting the insightful words of Aubaid Akhooon, a renowned author, and columnist, as well as my teacher: "In the pursuit of worldly desires, let us not forget the essence of Islam – a path of compassion, unity, and knowledge. Our Prophet Muhammad PBUH's teachings are a guiding light in turbulent times. It's time to reevaluate our priorities and strive for a better connection with Allah. Let our hearts soften, our

minds enlighten, and our souls find solace in the eternal wisdom of Allah. The journey towards self-realization and a better Aakhirah begins with understanding, compassion, and a steadfast commitment to the teachings of Islam." Aubaid Akhooon These words resonate deeply, urging us to reflect on our journey, reform ourselves, and nurture a genuine connection with our Creator. As we embark on a new chapter with optimism and determination, may our actions align with the divine principles of Islam.

Bottom line: In concluding this reflection, let us strive for a collective awakening within the Muslim Ummah. As we navigate the complexities of life, it is essential to reclaim the essence of Islam, seek knowledge, and embody the teachings of Prophet Muhammad PBUH. With renewed spirits, let us forge ahead on a path that connects us with Almighty Allah and secures a brighter Aakhirah.

Class: 11th Email: umaimudasir18@gmail.com Additional Insights by Aubaid Akhooon, Renowned Author, Columnist, and Teacher

Department of Pension & Pensioners' Welfare launches Digital Life Certificate Campaign 2.0 from November 1-30, 2023.

Kolkata, (KCN): To enhance 'Ease of Living' of Central Government pensioners, the Department of Pension & Pensioners' Welfare has been promoting Digital Life Certificate (DLC) i.e. Jeevan Pramaan extensively. In 2014, submission of DLCs using biometric devices started. Subsequently, the Department engaged with MeitY and UIDAI to develop a Face Authentication technology system based on Aadhar database, whereby it is possible to submit LC from any Android based smart phone. As per this facility, the identity of a

person is established through face authentication technique and DLC gets generated. This breakthrough technology, launched in November 2021, reduced the dependence of pensioners on external biometric devices and made the process more accessible and affordable to masses by leveraging smartphone-based technology. The Department of Pension & Pensioners' Welfare, under the Ministry of Personnels, Public Grievances and Pensions, organised Digital Life Certificate

Campaign 2.0 at eight campaign sites (of PNB and UCO Bank branches across Kolkata. To ensure pan-India coverage, the Campaign is being held at 500 locations in 100 cities across the country, targeting 50 lakh pensioners in collaboration with 17 Pension Disbursing Banks, Ministries/Departments, Pensioners' Welfare Associations, UIDAI, MeitY, PIB Doordarsan, etc. to spread awareness amongst all the Central Government Pensioners as well as the Pension Disbursing Authorities for use of DLC/Face

Authentication technology to submit Digital Life Certificate. With a view to ensure that the benefit of digital modes of Life Certificate submission reaches pensioners in the remotest corners of the country and also benefits super senior/sick / incapacitated pensioners, a comprehensive Circular with detailed guidelines has been issued defining roles and responsibilities of all the stakeholders which includes Ministries/Departments of Government of India, Pension Disbursing Banks and Pensioners'

Associations. These guidelines include nomination of nodal officers by the stakeholders, for the Campaign, spreading awareness / providing due publicity to DLC-Face Authentication technique through banners/posters placed strategically in offices and bank branches/ATMs, use DLC/Face Authentication technique as far as possible where Doorstep banking services are availed, equipping dedicated staff at bank branches with an Android phone to use this technology when pensioners visit the

branch for submission of Life Certificate, holding of Camps to enable pensioners to submit their DLCs without delay and home visit in case of bedridden pensioners. The officer from Department of Pension & Pensioners' Welfare (Shri Ramesh Chandra Sethi, Deputy Secretary) visited bank branches of Punjab National Banks at New Manicktala, Jagachha, Garia, Paschim Putiary and UCO Banks at Kolkata Main Branch, Jadavpur and Baruiapur. A large number of pensioners visited these branches for ensuring

the authentication of their Digital Life Certificates. The banks made special arrangements for the campaign ensuring complete assistance and technical support for successful authentication of these digital certificates. The Pensioners Associations namely, Co-ordination Committee of Central Government Pensioners' Association, Kolkata and National Ex-servicemen Co-ordination Committee, Kolkata were also present during the campaign.

Such associations also organised camps to spread awareness amongst pensioners for use of DLC through face authentication technology during the campaign period. Further, the members of the associations have been visiting the old, infirm, bedridden and hospitalized/ICU pensioners for obtaining their life certificates by using this technology. The Department of Pension and Pensioners' Welfare is making all possible efforts to make this Campaign a grand success throughout the country.

Some "Informed Minds Exploiting People's Ignorance": Vice President

New Delhi(KCN): Vice President Jagdeep Dhankhar on Monday alleged that some "informed minds" were exploiting the ignorance of people for petty political gains and said this cannot be allowed. He also expressed anguish over the disruption of proceedings and disturbances in Parliament being "weaponised" and stressed a narrative is required to neutralise "such tendencies". Addressing an event of the Santhigiri Ashram here, he also targeted those trying to tarnish the image of the country on "untenable grounds"

and said some people leave the shores of the country to "demean us". "Nothing can be more inappropriate and condemnable that some informed minds monetise ignorance of the people for political equity. That cannot be allowed," he said. The vice president was of the view that an "informed mind" has to be spiritual and nationalist, and a non-exploiter. Referring to the passage of the women's reservation bill in Parliament during a special session, he said those "informed minds" knew that the law cannot come into force



in the 2024 Lok Sabha elections, "yet they made an issue of it... intelligent minds must give befitting replies". Soon after the bill was notified into a law, Vice President Dhankhar had used the "informed minds" phrase to attack Congress leader P Chidambaram without

taking his name. The law seeks to provide 33 per cent reservation to women in Lok Sabha and state legislative assemblies. It will come into force after the next census and a delimitation exercise (redrawing of Lok Sabha and assembly seats).

Vice President Dhankhar, who is also the Rajya Sabha chairperson, expressed anguish at "disruptions and disturbances" in the House being "weaponised" and said a narrative was required to "neutralise such tendencies". The country cannot allow narratives that demean and tarnish the image of the country on untenable grounds, he said. "People leave the shores of the country only to demean us," he said. In his address, Mr Tharoor recalled the Kerala-headquartered ashram's role during the Covid pandemic.

Women Beneficiaries for PMUY AADHAR Authentication Thronging Vikasit Bharat Sankalp Yatra (VBSY) Camps at Different Districts of West Bengal



Kolkata, (KCN): As the Vikasit Bharat Sankalp Yatra (VBSY) programme gains momentum in West Bengal, the people belonging to the economically weaker section of the society with those belonging to the Janjati section are witnessed thronging the IEC van spreading the message on the various welfare schemes of the Union Government. Besides, women beneficiaries were seen thronging the venue where the gas supplying organisations had opened their camps for biometric or AADHAR authentication.. They were seen eagerly

waiting in the queues of enlisting their names for the same who had been already enrolled in the Pradhan Mantri Ujjwala Yojana (PMUY). This apart, changes in personal details regarding gas services are also provided at the venue. Besides, the spreading of pesticides through drones, thus making effective management of pests in the farming of food crops had gained wide admiration from the far and corners of the villages, where VBSY events are taking place. The VBSY programme which was launched by the Prime Minister, Shri Narendra Modi on

November 15, 2023 aims at reaching the unreached and ensuring effective outreach of government schemes. The focus of the Yatra is to reach out to people, create awareness and provide 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 also are entertained through details ascertained during the Yatra.

People Not Supposed To Roam Around On Highways: Supreme Court

New Delhi(KCN): People are not supposed to roam around on highways, the Supreme Court said on Monday while refusing to entertain a plea raising the issue of safety and protection of pedestrians on highways. The court was hearing a petition challenging an order passed by the Gujarat High Court on a plea raising issues pertaining to the safety and protection of

pedestrians on highways. Dismissing the plea, the high court had said no positive directions can be given as the reliefs claimed in the petition would be a matter of policy decisions. It had said for the grievances raised in the plea, it was open for the petitioners to approach the Union Ministry of Road Transport and Highways. The matter came up for

hearing on Monday before a bench of Justices Sanjay Kishan Kaul and Sudhanshu Dhulia. The counsel for the petitioners said the issue raised in the plea pertained to the safety and protection of pedestrians on highways. "How do pedestrians come on a highway?" the bench asked, adding that there has to be discipline. Referring to statistics, the counsel said there has

been a huge increase in the number of road accidents involving pedestrians in the country. The bench said such incidents would occur if pedestrians are found present where they are not supposed to be. "The concept of highways is that it is supposed to be segregated. People are not supposed to be roaming around on highways. That discipline is required," it

observed. "Tomorrow, you will say that they should be permitted to walk or stroll on a highway and the cars should stop. How can that happen?" the bench asked. When the lawyer again referred to the statistics and said the number of deaths from such accidents has gone up, the bench said, "That is because highways have increased ... our discipline has not increased."

Cops In Kolkata Should Give Approval To Amit Shah's Public Meet: High Court



Kolkata(KCN): The Calcutta High Court on Monday said that the police authorities should grant permission to the BJP to hold a public meeting in Kolkata on November 29, scheduled to be addressed by Union Home Minister Amit Shah. The BJP has went

to the high court seeking direction to the city police to grant permission for holding the meeting at Esplanade in the heart of Kolkata, claiming that it was refused by the authorities twice. Observing that it is a free country, Justice

Rajasekhara Mantha said that the authorities should grant permission to hold the meeting on that date. Justice Mantha said that the police can impose reasonable restrictions which they can convey to the organisers. He directed that the matter will appear before the court again on Wednesday. The petitioner's lawyer Srijib Chakraborty claimed the BJP had first applied for permission to hold the meeting on November 28, but it was refused as it had not been placed before the stipulated buffer time. He said that the application was sent again for permission to hold the public meeting on November 29, but was not granted.

Will Give Suggestions To Re-Implement Simultaneous Polls: Ex-President

New Delhi(KCN): Former President and 'One Nation, One Election' committee chairperson Ram Nath Kovind said that members of the committee, together with the public will make suggestions to the government regarding the re-implementation of this idea. Speaking to the media, Ram Nath Kovind said "The Government of India formed a high-level committee and appointed me as its chairman. Members of the committee, together with the public, will give suggestions to the Government regarding the re-implementation of this tradition (One Nation, One Election). I have also communicated



with all the nationally registered political parties and sought their suggestions. Every political party has supported it at some point in time. We are requesting all the parties for their constructive support as it is beneficial to the country. It is a matter of national interest." He further said that no

political party has anything to do with this and it will ultimately benefit the public as whatever the money is saved can be used in development works. The second meeting of the committee on 'One Nation One Elections' headed by former President Ram Nath Kovind concluded in the national capital on

October 25. During the meeting, all the legal and constitutional possibilities regarding the implementation of One Nation One Election were discussed in detail. Meanwhile, the first meeting at Jodhpur Officer Hostel in Delhi lasted for about 45 minutes and the second meeting lasted for about

one and a half hours. The central government earlier in September constituted a high-level Committee to examine the issue of 'One Nation, One Election' and make recommendations for holding simultaneous elections in the country. The central idea behind 'One Nation One Election' is to synchronize the timing of Lok Sabha and State Assembly elections across all States to reduce the frequency of polls throughout the country. This concept was the practice till 1967, but it was disrupted due to various reasons such as defections, dismissals, and dissolutions of government.

Justice Panigrahi On Nature Care

Bhubaneswar(KCN): Orissa High Court Judge, Justice Sanjeeb Panigrahi today appealed one and all to come forward for the conservation of ponds and other water bodies to control ground water duality. Speaking at the National Level Summit on Climate Change & Resilient Development organized by Nature Care Initiative here, Justice Panigrahi said only human beings are responsible for the damage to nature and the environment. If mangrove plantation will not be carried out in the coastline, the

state may face severe damages during the natural disasters in coming days, he said. Protection of the mangrove plantation is also highly essential to get protection from cyclones, the HC Judge Justice Panigrahi said. Stating inclusion of environment subjects in school syllabus will not only help, he suggested to include field study on environment. He also suggested conducting a performance audit of all programmes and schemes of the state government made for disaster management. Speaking on this



occasion, Rajya Sabha Member Sujeet Kumar said Odisha is a pioneer state in implementation of Climate Change Action Plan, presentation of special

Green Budget and formation of Green Climate Fund. Due to global warming and climate change, Odisha has faced eight major cyclones in the past 22 years. To get

protection from cyclones and floods, the State Government has constructed 500 shelter homes in different parts of the State, he said. The State has set a target to produce

10,000 MW green energy in next seven years, the MP stated. State Information Commissioner Susant Kumar Mohanty said the people are feeling heat in the month of

November due to the impact of climate change and global warming. People are forced to wear masks due to high-level pollution, for which we the people are responsible. The Government or any institution cannot control it, everyone should join hands to combat the hidden demon, he added. Chief Executive Officer of the Nature Care Initiative, Srikant Sekhar Sahu presided over the meeting. In the Technical Session, Nature Care Initiative Chief Advisor Durga Prasad Mishra chaired the meeting.

Dean of Central University, Koraput, Sarat Kumar Palit, Dean of Xavier University Sutapa Pati and Associate Professor of IIT Bhubaneswar Sandeep Patnaik enlightened the participants with their rich knowledge on environment protection and nature care. Eminent Civil Society Personalities, Youth, Environment Activists, and people across the State joined the Day Long State Level Workshop and participated in the deliberations organized by Nature Care initiative.

Odisha Day@IITF-2023



Bhubaneswar,(KCN): Odisha State Day was celebrated with a show of cultural magnificence at its Pavilion at the 42nd India International Trade Fair (IITF-2023) in New Delhi. Minister Information and Public Relations Pradip Kumar Amat graced the occasion as Chief Guest. Lenin Mohanty, Chairman, Odisha Tourism Development Corporation, Resident Commissioner Ravi Kant, Utkal Prasang and Odisha Review Editor, Kasturi Mohapatra, Director Information and Public Relations, Saroj Kumar Samal, Director Tribal Affairs and SCSTRTI Director, Indramani Tripathy, Additional Director I & PR, Santosh Kumar Das and Joint Director I&PR Surjya Ranjan Mohanty graced the occasion as Honorable Guests.

IITF-2023 holds special significance as it features a robust representation of tribal groups, with a notable focus on women actively participating in the production process. Aligned with the Mission Shakti initiative, the pavilion underscores women's empowerment, highlighting Odisha's commitment to gender equality and recognizing women as pivotal drivers of economic growth. The IITF-2023 organized by the India Trade Promotion Organisation (ITPO) at Pragati Maidan, New Delhi, from 14-27 November carries the theme "Vasudhaiva Kutumbakam: United by Trade." The Odisha Pavilion embraces this theme, embodying the spirit of 'Unity through Trade.' It emphasizes trade as a unifying force that

bridges diverse cultures and communities, including the representation of tribal groups. The Odisha Pavilion, featuring 08 Departments, 24 stalls, includes renowned handloom outlets, Mission Shakti products, Millet Mission and other Government departments, offering visitors a detailed look at brick-colored terracotta artifact models that reflect country's rural culture. Live demonstrations by artisans will provide insights into the intricate process of transforming raw materials into finished goods. Notably, the pavilion takes pride in presenting handloom, silk products, highlighting an eco-friendly process that obtains silk without harming insects,

reflecting Odisha's dedication to sustainable and ethical practices. Visitors enjoyed wonderful cultural performances by Odisha's Troupes during the Odisha State Day celebrations enriching the overall experience of this 14-day-long global trade exhibition. Delicious foods being served in the Odisha Pavilion, which is a star attraction, said a Delhite. Earlier on 14 November, Odisha Pavillion was inaugurated by Ashok Kumar Panda, Minister, Social Security and Empowerment of Persons with Disabilities, Public Enterprises, and Science & Technology. Sanjay Kumar Singh, Principal Secretary, Information & Public Relations Department and Ravi Kant, Resident Commissioner, Saroj Kumar Samal, Director Information and Public Relations, ORMAS CEO Guha Poonam Tapas Kumar and others graced the occasion. The IITF-2023 is attracting visitors, featuring participation from States, Countries, Ministries, CPSUs, and several other stakeholders. Odisha Resident Commissioner Office and Department of Information and Public Relations Officials are working in tandem to make this event successful.

EHAA Donates e-Vehicles

Cuttack (KCN): Setting an example of alumni's role in helping out their alma mater and students, the East Hostel Alumni Association (EHAA) has donated two e-vehicles for the use of physically challenged students of Ravenshaw University. This afternoon the keys were handed over to the authorities of Ravenshaw University in the presence of some prominent members of the EHAA, physically challenged students, and also the current

boarders of the historic East Hostel, which is the pride of the oldest temple of learning in the entire state. The e-vehicles (e-autorickshaws) will enable the physically challenged students to come to their respective departments and library etc from their hostel as they find it very difficult to shuttle themselves on their own while staying inside the campus. The e-vehicles which are built with all-metal front portions will ensure better safety

features for the riders while commuting inside the varsity campus. On behalf of the authorities of Ravenshaw University Registrar Kanhu Charan Mallik, Prof. Pratibha Kumar Mohapatra from the Department of Botany and Asst Professor Odia Ashish Kumar Sahu and Warden of East Hostel Sarat Kumar Rout were present. Similarly, among the prominent EHAA members Prof

Harihara Panda, Sashanka Sekhar Rout, Binay Dash, Subhranshu Mishra, Bibhuti Barik, Sukanta Samal, Bibya Ranjan Dip, Debapriya Parida and Ashish Choudhury were present. Before the formal handing over of the keys to the Ravenshaw University authorities a puja was also organized near East Hostel for the e-vehicles as per the Vedic rituals and formalities made with proper branding of the vehicles.



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Sony India announcesnext-generation APS-C Mirrorless interchangeable lens cameraa6700

New Delhi, (KCN):Sony India today announced the release of its newest APS-C mirrorless camera, the a6700 (ILCE-6700). This new offering combines the cutting-edge still image and video capabilities found in the latest full-frame Alpha™ and Cinema Line series with the compact and lightweight design of the a6000 series, resulting in a Sony’s most advanced APS-C mirrorless camera to date. Combining an Alpha™ back-illuminated Exmor R® CMOS image sensor boasting 26.0 effective megapixels with the speed and power of



Sony’s advanced BIONZ XR® processing engine, the a6700 achieves exceptional imaging performance while maintaining a compact and lightweight design. The camera supports high-resolution 4K video recording at up to 120fps , a wide latitude of 14+ stops for capturing details in harsh or under-lit conditions and features the S-Cinetone™ picture profile found in Sony’s professional Cinema Line for refined movie imagery that doesn’t require colour grading, and it delivers stunning representation of human skin tones.

Emcure launches EmWocal campaign to raise awareness on Anaemia

Pune: To raise awareness on important women’s health issues around Anaemia, Breastfeeding and Menstruation, pharma major Emcure Pharmaceuticals has launched the EmWocal initiative. It is an awareness campaign that has been launched in association with the Federation of Obstetrics and Gynaecologists of India (FOGSI). Harnessing technologies like Augmented Reality (AR) and personal digital assistant, the initiative aims to reach 1 crore women across India. EmWocal campaign will be live in nine Indian languages (Hindi, English, Odia, Marathi, Tamil, Telugu, Kannada, Malayalam and Bengali). At the core of the EmWocal campaign will be smart kiosks displaying QR codes, and thoughtfully installed at the waiting areas of hospitals and clinics. This is to make sure that the long waiting time to see the doctors can be well utilised by visiting patients in educating themselves. Women scanning the QR code will be guided on to Augmented Reality (AR) videos. Frequently Asked Questions and chat with a personal digital assistant among others. Patients will also be asked to partake in the digital interaction related to their basic health and lifestyles. The nudges provided by the personal health assistant during the AR journey will help patients discuss their problems with doctors and in turn help doctors having better informed patients. As per India’s fifth National Family Health Survey (2019-2021), the prevalence of anaemia in females aged 15-19 years is a whopping 59.1 per cent whereas that among pregnant women aged up to 49 years of age was 52.2%. Through digitally accessible information and informative videos, EmWocal campaign will raise awareness about anaemia and prompt women to take appropriate actions to deal with this. While the benefits of breastfeeding for the child are widely discussed, the EmWocal campaign will drive understanding on the significance and benefits for the mother’s health. EmWocal’s third awareness area is menstrual health. Menstruation is still considered a taboo in India with multiple misconceptions which need to be changed. Pratin Vete, President - India Business, Emcure

Pharmaceuticals said, “Issues related to women’s health are still widely associated with irrational taboos. This leads to lack of awareness, and in turn affects the health of most women. It gives us a great satisfaction to launch EmWocal, a long needed initiative to help women deal with their health issues through easily available and medically verified information. The best thing about this initiative is that it is personalized to the women accessing the information and guides them to discuss important issues with their doctors.”

Overwhelming response received to Asian Granito India Limited's Rs. 441 crores Rights Issue

Ahmedabad : Asian Granito India Limited (AGL) today announced that its Rights Issue of Rs. 441 crores, largest ever by any Ceramic Company in India, achieved successful closure, receiving overwhelming response from the shareholders and investors despite challenging times. The public portion of the Rights Issue was subscribed more than 1.38 times receiving bids for 6.87 crore shares or Rs. 432 crores of bids received. On an overall basis, the Company received bids for over 8.89 crore shares or Rs. 561 crores of bids in the Rights Issue on the closing date (May 10) against 6.99 crore shares or Rs. 441 crores offered, representing more than 127% subscription. The allotment of equity shares will take place on or about 19th May, 2022. The Rights shares are expected to be listed on the BSE and NSE on or around 24th May, 2022. Equity shares in the Rights Issue were offered at a price of Rs. 63 per share. The Rights Entitlement Ratio for the Rights Issue was 37:30 (37 Rights Equity Shares of Rs. 10 each for every 30 equity shares of Rs. 10 each held by the equity shareholders on the record date). The Rights Issue of the Company was open for subscription from April 25, 2022 till May 10, 2022. The proceeds of the Rights Issue would be utilised to fund the Strategic Mega Expansion Plans in Value Added Luxury Surfaces & Bathware Segments including GVT Tiles, Sanitaryware and SPC Flooring etc. and to fund various strategic initiatives. The Company had launched a highly innovative campaign to create awareness about the Rights Issue, using broad-based and multiple means of communication. These included television, print, digital and social media, emails and SMSs to reach out to the shareholders. The Rights Entitlement (RE) was actively traded in demat form on the stock exchanges since SEBI introduced this platform and it was a resounding success reflecting broad-based interest in the Rights Issue.

JioFiber expands footprintto major cities and towns across Odisha, now available at Bargarh and Semiliguda

Bhubaneswar : Continuing its rapid expansion across various key cities and towns in Odisha, JioFiber, the most popular high-speed broadband service in the country, has now commenced its services in key areas of major cities and towns across the state. Further consolidating its leadership in the high-speed broadband segment in the state, JioFiber broadband service has now become available in the towns of Bargarh and Semiliguda. With this, JioFiber service is now available in key localities of 29 cities and towns across Odisha including Bhubaneswar, Cuttack, Puri, Jatni, Angul, Sambalpur, Rourkela, Jharsuguda, Belpahar, Brajaraj Nagar, Sundargarh, Bolangir, Keonjhar, Bhawanipatna, Koraput, Rayagada, Kendrapada, Jagatsinghpur, Jajapur Road, Bhadrak, Talcher, Khordha, Berhampur, Balasore, Jeypore, Rajganapur, Dhenkanal, Semiliguda, Bargarh and fast expanding its services to other major cities and towns in the state. In Bargarh, JioFiber high speed broadband service is now available at Sibananda Nagar, Khojotikra, BhatliChhak, Milan Vihar, George High School area and is in the process of fast expanding its services to other parts of the town. Similarly, in Semiliguda town of Koraput district, JioFiber is now available at Sastri Nagar, Indra Nagar, Aravinda Nagar, Satya Nagar, Saraswati Nagar, Kodigaon, Santoshi Maa Nagar, Gopabandhu Nagar, Kailash Nagar, Santi Nagar, Talasahi and nearby areas and expected to roll out fast in other areas of the city over the next few weeks. JioFiber has also fast expanded its service across the exiting cities and towns where JioFiber has already been available, covering new areas and city outskirts. Fastexpanding footprints of JioFiber has helped thousands of students and teachers in pursuing education and benefiting from dependable and seamless high-speed broadband internet. Hundreds of professionals especially from IT and other service sectors could also continue working from home smoothly from their native places in the state. Several small enterprises and educational institutions in these cities have seamlessly switched to the digital mode in tune to the demand of their respective businesses and professions. It is worth mentioning here that JioFiber now offers zero entry cost for new post-paid plan users, wherein users get Internet Box (Gateway Router), Set Top Box and Installation valued at Rs 10,000 at zero cost when they opt for a JioFiber Post-paid connection.

Vi ties-up with SonyLIV to offer exclusive plans bundled with premium content

In line with its continuous endeavour to offer unmatched entertainment to its users, Vi, the leading telecom brand, today announced its partnership with SonyLIV to offer premium content services which will bring the world of binge-worthy content and add-on data benefits together for Vi users. Creating a unique bundle option for the customers, Vi in association with SonyLIV has launched a new Prepaid pack offering subscription of SonyLIV Premium along with extra data benefits to the users. From sports properties like UEFA Champions League, WWE, Bundesliga, UFC to originals like Scam 1992 – The Harshad Mehta Story, Maharani, Tabbar, Rocket Boys, Gullak Season 3; regional content like Salute, Kaanekkaane, Shantit Kranti and James and international shows The Good Doctor, Fantasy Island and Magpie Murders, SonyLIV has a bouquet of attractive content offerings appealing to audiences across age and interests. The new proposition will enable all Vi prepaid users to enjoy SonyLIV Premium without having to worry about data quota. For Prepaid Users, Vi has introduced a new add-on recharge of Rs. 82 offering free mobile only subscription of SonyLIV Premium for 28 days along with an added data benefit of 4GB with 14days validity. In addition to this, Vi offers a rich content library for its customers under Vi Movies & TV (VMTV) on the Vi app. VMTV app has 450+ live TV channels, live news channels and premium content from other OTT apps.

L&T and VMware join hands to accelerate digital infrastructure adoption across verticals

Mumbai.: Smart World & Communication (SWC) business of L&T, a leading Indian multinational engaged in EPC Projects, Hi-Tech Manufacturing and Services and VMware Inc, a leading global provider of multi-cloud services have announced a strategic partnership to accelerate the adoption of digital infrastructure solutions across industries, through incubation of a VMware Centre of Excellence (COE). The offerings would include an AI and automation-led 'Intelligent, secure SD-WAN on-demand' solution, to help clients improve the experience and efficiencies across their enterprise networks. Thispartnership will help clients attain digital versatility through multi-cloud solutions, leveraging VMware suite of products. The partnership will focus on innovation in the areas of cloud engineering and disaster recovery, improving the resilience of businesses and enterprises. L&T SWC will also leverage VMware’s cutting-edge Telco Cloud products to create unique value propositions for clients through robust, secure Industry 4.0 solutions across verticals over 5G/IOT/Edge. “With the advent of 5G, we believe, the market is set to see large scale adoption of Industry 4.0 solutions across manufacturing, healthcare, education and other industries. L&T SWC and VMware joinhands to build a robust suite of digital infrastructure solutions, to help businesses become highly agile, versatile and resilient,” says Mr. J. D Patil, Whole-time Director and Senior Executive Vice President for L&T’s Defence Business & Smart Technologies Business.

Policybazaar findings indicate a higher propensity to purchase insurance in tier-2 & 3 cities after the Covid outbreak

Bhubaneswar : Policybazaar, one of India’s largest online insurance marketplaces, conducted an online survey to understand the changing consumer sentiment towards insurance purchase, household finances and investments over the last two years of the pandemic. Policybazaar surveyed 5000 consumers to closely understand the behavioral shift in insurance buying trends. Interestingly, the findings revealed a growing level of propensity to buy insurance, especially in tier-2 and 3 cities of India. At 89%, the highest number of respondents willing to renew their health cover belong to tier-2 cities, as compared to 77% from tier-1. Similar trends were observed in term insurance, where 59% of respondents who want to increase their coverage belong to tier-3 cities, as compared to 26% from tier-1 cities. The survey results clearly point towards the sense of urgency spurred by the pandemic with respect to insurance awareness across the country. The pandemic has definitely given the cognitive push when it comes to health insurance purchase. Out of the respondents who had contracted Covid, 25%*were hospitalized. We found out that 18% of them ended up spending over Rs 15 lakhs, and 22% were not adequately covered by their existing policy. Also, it is disquieting to see that 13% of those who got Covid did not have health insurance in place. These figures clearly demonstrate that one should opt for at least Rs 15-20 lakhs coverage for each family member. However, health insurance purchase trends definitely drive positive optimism. As many as 62% of the total respondents had an active policy and didn’t just depend on their corporate cover. The figures also vouched for the fact that Covid had acted as a catalyst in health insurance purchase. While 50% of these policies were bought after Covid first wave, 41% were purchased after the Delta wave. Also, 80% of these policies were family floater plans, thereby revealing a higher inclination towards ensuring sufficient coverage for the entire family.

Symphony limited ropes-in ace cricketers Harbhajan Singh and Shikhar Dhawan for a unique AI-led campaign

Bhubaneswar: India’s most loved air cooler brand Symphony limited has roped in the country’s sought-after cricketers Harbhajan Singh and Shikhar Dhawan for a unique AI-led nationwide initiative. The brand has partnered with Rephrase AI to create hyper-personalized video films for over 2,300 retailers across India. This is the first time in the consumer durables industry that a brand has leveraged artificial intelligence and initiated geo-targeting for each retailer. The heartwarming videos will witness India’s popular cricketers appreciating dealers for their constant support and efforts for providing great customer service. Known for being one of the largest homegrown brands, Symphony has always supported small and local businesses and has been a strong advocate of Vocal for Local. Along with the personalized videos, Symphony has also given letter of recognition, a certificate and a couple of goodies as a token of appreciation. The brand has taken this thought a notch higher by paying a tribute to the work of their trade partners. It strikes an emotional chord by going out of the way in reaching out to the people that matter. Commenting on the initiative, Mr. Anuj Arora, Global Chief Marketing Officer, Symphony Limited says, “We are ecstatic to have partnered with reputed cricketers, Harbhajan Singh, and Shikhar Dhawan. They came on board to create AI driven customized videos for our dealership partners who are an integral part of our company. The objective is to create brand love and deepen the bonding with our trade partners. We are consistently brainstorming and innovating to come up with intriguing campaigns. With this initiative, we hope to strengthen our relationships and reach new heights together.”

‘DigiSaathi’- 24x7 Helpline for informationon Digital Paymentsnow enabled on additional channels

Mumbai : DigiSaathi- a 24x7 helplinefor Information on digital payment products and servicesis setup by NPCI on behalf of a consortium of payment system operators and participants (banks & non-banks).DigiSaathi will be accessible on WhatsApp for the customers to access all the information they need pertaining to digital payment products and services. DigiSaathi will assist the users with all their queries on digital payments via the chatbot facility on WhatsApp by simply messaging on +918928913333. The facility will soon also be available on other social media channels as well. Launched recently by Governor, Reserve Bank of India(RBI), DigiSaathiis an automated response system that helps customers in addressing their queries related to multiple products and services under the payments system umbrella including Cards (Debit/Credit/Prepaid), UPI, NEFT, RTGS, IMPS, AePS, NETC, BBPS, USSD, PPI Wallets, ATM, QR (UPI/Bharat), NACH, TReDs, CTS, MTSS, Mobile and Net banking.The Consortium of Payment System Operators and Participants including ecosystem Partners, Banks, Card Networks, PPIs, Fintechs, Payments Council of India (PCI), and Indian Banks’ Association (IBA) came together for implementing this to empower people to adopt digital payments with even more conviction. DigiSaathi is available in both English and Hindi for customers wherein they can access information about any of the digital payment products and services. It even guides them on how to avail or use any particular product or service. DigiSaathi also helps customers with their transaction-related queries, by guiding them and sharing the contact details of concerned banks/Institutions.

