

Special patrolling has also been arranged at the beachside, said a senior police official. Special arrangements have been made for roads leading to Puri from Bhubaneswar, Konark and Brahmagiri, he said. “We have taken all the steps to ensure smooth darshan, 10 platoons of police force are being deployed for crowd management. Additional forces are also deployed for traffic management. More lifeguards will be deployed on the beach to prevent any untoward incident,” Puri SP, KB Singh said. Vehicles are not allowed from Market Chhak. Special arrangements for traffic management have been made on roads leading to the city from Bhubaneswar, Konark and Brahmagiri.

KISS-DU Celebrates 3rd Convocation: Governors of Odisha & Chhattisgarh Grace the Occasion

Bhubaneswar(KCN): Kalinga Institute of Social Sciences (KISS) Deemed to be University, Bhubaneswar, celebrated its third annual convocation on 25th November 2023, in which 302 students including five Ph.D. scholars received their degrees. A galaxy of luminaries adorned the event, including Shri Raghubar Das, Hon'ble Governor of Odisha; Shri Biswabhusan Harichandan, Hon'ble Governor of Chhattisgarh; Shri Amitabh Kant, G20 Sherpa, Govt. of India & Former CEO, NITI Aayog; and Dr. Ricky G. Kej, Internationally Renowned Indian Music Composer & Three-time Grammy Award Winner.

The University conferred Honoris Causa Degrees of D.Litt. upon three distinguished personalities from different walks of life – Shri Biswabhusan Harichandan; His Holiness Pujya Swami Chidanand Saraswatiji, President & Spiritual Head, Parmarth Niketan Ashram, Rishikesh; and Mr. Sopenendu Mohanty, Chief FinTech Officer, Monetary Authority of Singapore & Chairman, Board of Elevandi, Singapore. Addressing the gathering Shri Raghubar Das said, “Dr. Achyuta Samanta, the Founder of KIIT and KISS has proved that no work is impossible if one has determination. KISS students have made Odisha proud time and

again in the fields of academic achievements and sports”. Congratulating the degree recipients, he said, youth power is India's advantage today. They have ideas and innovation, are bold to take risks, and possess can do spirit, he added. KISS is a praiseworthy initiative by Dr. Achyuta Samanta for the empowerment of tribal people, stated Shri Biswabhusan Harichandan. As conscious and educated citizens, you have the responsibility to ensure that even the poor and those living on the margins get benefits of equality before the law and other constitutional provisions, he told the graduates. “I have visited many



academic institutions in India and abroad, but have not seen institutions like KIIT & KISS anywhere”, stated Shri Amitabh Kant in his convocation address. KISS is an inspirational institution, he said, while congratulating Dr. Samanta for his efforts.

Demographic advantage, thriving democracy, rapid digitization, and focus on the environment place India favourably to achieve rapid growth and progress, Shri Kant affirmed. The country is now the 5th largest economy globally, and

on track to become the 3rd largest economy by 2027 - 28. The planet is facing a serious environmental crisis and the only way to make a difference is to change ourselves, insisted Dr. Ricky G. Kej in his address. Expressing gratitude to

the KISS-DU for honouring him with the Honoris Causa Degree, His Holiness Pujya Swami Chidanand Saraswatiji said that it is heartening to see that 11 of the 15 medal recipients are girls. This is a symbol of the new Bharat, he said. “Through his struggles in early life, Dr. Samanta has realized that life is not about ‘having more’ but about ‘being more’. He has given wings to your dreams to take off, and his commitment is admirable”, he told the graduates. In his acceptance speech, Mr. Sopenendu Mohanty advised students to master the art of survival and develop academic and professional competencies for

success. Dr. Achyuta Samanta, Founder, KIIT & KISS gave welcome address while Dr. P. K. Routray, Registrar KISS DU proposed vote of thanks. Satya S. Tripathi, Chancellor, KISS-DU presided over the convocation and Prof. Deepak Kumar Behera, VC, presented the annual report. Tilottama Sabar, School of Indigenous Knowledge, Science & Technology won the Founder's Gold Medal for securing the highest CGPA. Also, Chancellor's Gold Medal and Vice Chancellor's Silver Medal were presented to meritorious students for their outstanding academic performance.

LITERATURE CONCLAVE AT DAV, KALINGA NAGAR



Bhubaneswar, (KCN): DAV, Kalinga Nagar organised a Literature Conclave under the aegis of DAV CAE and DAV United Foundation in its premises today. The conclave was graced by renowned literary personalities including eminent writer, story teller, columnist and translator Prof. (Dr) Sarat Chandra Satapathy, Associate Professor, IIT, Bhubaneswar Dr Naresh Chandra Sahoo and popular story teller Mrs

Jhanja Das. The conclave was inaugurated by the Chairman Sj Madan Mohan Panda. Prof. Satapathy deliberated on a wide variety of genres of literature in English as well Odia and highlighted on the untold amount of joy and pleasure of being in communion with the world of literature. While interacting with the students, he highlighted the career opportunities that literature offers now a days. Dr Sahoo also

advised the students to be avid readers of books which opens up the gateway to myriads of opportunities. Similarly, story teller Mrs Das narrated many interesting stories to the children in a beautiful way employing different innovative techniques highlighted the multifarious benefits of reading in general and short stories in particular. In order to create love for literature and literary pursuits among the

students, different literary activities like panel discussion on different Sustainable Development Goals, recitation of self-composed poem in different languages were organized among them. While supervising the entire gamut of activities directly, Principal of the school Sri Balaram Mohapatra opined that the general wellbeing of a society lies in the sustenance and development of its languages and literature. The programme was smoothly organized by the whole-hearted cooperation of all the members of staff under the co-ordination of English department and Library Committee of the school.

WILL BHUBANESWAR'S OLDEST COLONIAL STRUCTURE BE RAZED TO THE GROUND ?

Bhubaneswar(KCN): The Dak Bungalow of the Old Town, the earliest surviving colonial vestige of Bhubaneswar, is probably slated for demolition for the construction of a Kalyan Bhavan. Located at the western-most portion of the Ekamra Kshetra, the Dak Bungalow has an interesting history. It was built sometime in the late 1850's for the convenience of British officers and was also the staging point for mail runners of the Imperial Mail Service. It also served as a makeshift courthouse for proceeding held by British officials. The many properties in the Old Town that were taken up by the gentry of Bengal under the draconian Sunset Law were auctioned at this place. It was also used by the surveyors of the Great Indian Trigonometrical Survey held between 1840-1870. The Bengal Nagpur Railways officials too camped here when the railway was being laid. It is just 500 metres from the railway line to Puri. It was converted into the Settlement office and remained as the R.I office for years before a new adjoining building was made. The modest two-roomed bungalow was set in a thickly wooded plot with a well and two outhouses for the Khansama and Chowkidar. The large walled compound was dotted with trees, many fruit-bearing and others for



shade. Just a single tamarind tree remains. The Dak Bungalow was renovated during the visit of Lord Curzon in 1899; it was from here that he went to the Curzon Tower to view the Lingaraj Temple. The place has been known as the Dakabangala Chhak for ages. Old-timers tell of the times when leopards would come and rest in the verandah. Thespian actor and dramatist Ananta Mahapatra recalls the days when his family spent their holidays at this Dak Bungalow. His memoirs of the rest house date back to 1947. He used to visit the rest house with his father Justice Harihar Mahapatra and mother during the summer vacations. “My parents used to spend some days during the vacation. There was no road connection except for the summer season, when we would drive up from Cuttack, cross river Kathajodi and Kuakhai to approach the Dak Bungalow from the aerodrome area. During the monsoon, we would take a train to reach the old Bhubaneswar station. We would take a bullock cart

to reach the Dak Bungalow. There were no rickshaws at that time. Only a few, hand-pulled rickshaws appeared a little later,” he recalls. Today, the building that has been witness to so much history and has survived the vicissitudes of time lies neglected. Locals believe that the place is haunted and it has its share of strange paranormal happenings. Some old-timers recollect that there were two graves of Englishmen inside the compound, however, no trace of them can be found. A portion of the Dak Bungalow was razed a few years back to build a small office of the Revenue Inspector. The other half is ruined. Broken walls, wild vegetation creeping in through the windows and filth are all that one could see on the premise of a structure that is historically significant. A team from INTACH had inspected the place two years ago and found it to be structurally intact. Anil Dhir, the Convener of INTACH's Bhubaneswar Chapter says that several letters have been written to the government to restore

the Dak Bungalow. The thick walls and the wooden roof beams are undamaged; the building can be easily restored with some conservation efforts. Even the outhouses and the horse stable are in a restorable condition. Built of thick laterite stone blocks and chunsurkhi, the walls have little damage except for the peeling plaster. Dhir says that he has discovered several accounts of Britishers who stayed here for months, convalescing from diseases like malaria and tuberculosis. Many physicians of Calcutta would recommend patients to go to Bhubaneswar and imbibe the therapeutic mineral water of the well inside the Kedar Gouri temple complex. It was believed that the water had curative and rejuvenating properties. A two-storied sanatorium had been made near the present-day Ravi Talkies, which too catered to the convalescing Britishers. Unfortunately, it was demolished ten years ago and a block of flats has come up at the place. Amiya Bhushan Tripathy, Intach's State Convener is of the opinion that the structure can easily be restored and can be used as a museum and interpretation centre of the various artifacts of the Old Town. INTACH will soon be sending a proposal to the government in this regard.



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Ye Dil Mange Milk, Let's Encourage Indian's to Drink More Milk



As with the egg, which came first "egg or chicken" There's always been the question of "Humans couldn't digest the beverage before they evolved mutations that helped them do so, yet they had to already be consuming milk to change their DNA. " Now, scientists have found the answer to this question, some of the oldest evidence suggest that, people in modern Kenya and Sudan were ingesting milk products beginning at least 6000 years ago. That's before humans evolved the "milk gene," The first people to drink milk regularly were early farmers and pastoralists in western Europe, some of the first humans to live with domesticated animals, including cows. In India the first use of dairy can be traced back to Rigveda, the first written mention of milk and milk products. The presence of cows and goats in excavation sites suggests that dairy may have been in use since at least the Harappan Civilization (3300-1300 BCE). In the mediaeval period (1000–1500 CE), dairy-production was still in its nascent stages, around this time as the distribution was restricted by socioeconomic status, geographical availability, and cultural preferences. Around the time the British arrived to begin their colonial rule, dairy production had become less sporadic and instead spread across the nation. Milk's special significance in India goes back to Hindu mythology and the legend of the Samudra manthan, the churning of the ocean that brought forth the drink of immortality, the Amrit, and also the goddess Kamdhenu, which manifested itself as a wish-granting divine cow. Hindus, who make up 81 percent of India's 1.4 billion people, consider cows to be sacred embodiments of Kamdhenu. Krishna worshippers have special affection for cows because of the Hindu

god's role as a cowherd. Stories about his love of butter are legendary, so much so that he is lovingly called "Makhan chor," or butter thief. Hindus use milk and its products for religious purposes because it is believed to have purifying qualities, ghee or clarified butter, is used in lamps for rituals, milk is used to bathe Hindu idols on special occasions; sweets made from milk or ghee are used as offerings to gods. It accompanies so much of Hindu life, in rituals from an infant's first food to the last rituals after death.

If we look in to the milk consumption pattern of Indians, it is clear that North Indians and western Indians consume far more milk and milk products and far less meat and fish than east Indians or South Indians. The ability to digest milk even into adulthood (a gene mutation) evolved more than once, in four different areas of the world. But the European mutation 13910T is of particular interest to us because most Indians who have the ability to consume milk as adults carry this European version. A countrywide screening of DNA samples from all major language groups and regions of India to answer questions about lactase persistence (the technical term for the ability to digest milk after infancy) came to many conclusions, three of which are as follows: first, its distribution in India follows a general north-west to south-east declining pattern. Second, the mutation is identical to the European one. Third, only about a fifth of Indians can digest milk into adulthood, with people in western and northern India being the most likely to do so. The frequency of the gene ranges from over 40 per cent in certain parts of western and northern India to less than 1 per cent in parts of north-east India. So this finally clarifies why east Indians or South Indians drink far less milk than North and West Indians

Milk is regarded as a complete food because of its rich content of protein, fat, carbohydrates, all known vitamins and various minerals essential for sustaining life and maintaining good health. The protein in milk is known to have all the major amino acids

required for building tissues and the repair of damaged cells in our body. The magnesium content in milk is important for bone development and muscle function, and whey and casein, which have been found to play a role in lowering blood pressure. Milk is a good source of B vitamins, especially vitamin B12 that ensures healthy functioning of the brain and the nervous system. The calcium content in milk reduce the risk of hypertension by maintaining the elasticity of blood vessels. India is the world's largest producer of milk with an estimated production of 221.1 million tonnes (2021-22) with an annual growth rate of 6.1 % for last 8 years . As per Odisha Economic Survey report, 2021- 22, the total milk production in Odisha is 2370 thousand MT with a compound annual growth rate of 9 percent. The per capita availability of milk in India and Odisha is 225 gm and 136 gm respectively against world average of 444 gm per day. The Indian Council of Medical Research (ICMR) recommends an average daily intake of 300 gm of milk per day to deliver the requisite macro and micro nutrients for maintaining a healthy life

Unfortunately consumption of milk and it's derivatives are always a subject of debate in our country because a number of myths, misconceptions and controversies are linked to it from time immemorial. The interesting aspect of this trend related to milk is that unlike myths related to other food items, misconceptions relating to milk and its products are not limited among the illiterate and poor mass without having sufficient knowledge about food and nutrition, controversy was more popular among the elite class of the society who are more health conscious. The possible reasons behind it may include high demand and supply gap, perishable nature of milk, low purchasing capability of customer and most important being as we had discussed earlier the milk is having a lots of cultural and religious significance in our society. There are a number of myths

Dr. Gyana Ranjan Mishra

associated with consumption of milk and it's derivatives. Let's discern some of the myths from facts backed by science by exploring common misconceptions about milk. Drinking milk causes mucus, not true, there is no science-backed research indicating that drinking milk leads to mucus secretion in the airways or throat or can aggravate asthma symptoms. Studies have failed to show any significant link between the two and milk intake does not increase nasal secretions, coughing, nose congestion. Rather drinking of milk, speed up the recovery process, as it provides fluids and nutrients to soothe a sore throat and meet energy demands. Consuming milk can lead to weight gain. There is no conclusive study to prove that milk is a contributor to adult or childhood obesity. Milk is a complete food and helps bodies control hunger pangs which is vital to prevent weight gain. Milk contains added chemicals that can be harmful to health. Most of the milk available is fortified that replenishes depleted micronutrients like vitamin A, D, which is done when making toned or double toned milk. This process does not change the nutrient profile of the milk. Some have the idea that, synthetic oxytocin is at times used by farmers to increase milk production. However, its not true this drug has been banned and can't be used without the prescription of a registered veterinarian and so also as per guideline all the dairies are focusing on ethical sourcing and milk procurement. This ensures that the milk comes from cattle which is treated humanely, and nutrients are balanced. Boiling milk reduces its nutritional value. Well, raw milk obtained from the dairy farms must be boiled to remove bacteria. Even pasteurized milk when boiled will not affect or alter the quality of nutrients. Experts suggest that there are no harmful effects of boiling milk again and again, and it wouldn't lose its nutritional value. Drinking milk causes kidney stones. Contrary

to the belief, milk consumption does not lead to the development of kidney stones, in fact, drinking milk is linked with lower rates of stone formation. Several studies have revealed that calcium from food does not increase the risk of kidney stones, but excess intake of calcium supplements have been associated with a higher risk of stone formation. Consuming milk causes bloating., this may be true for people with lactose intolerance, but generally, milk may not cause any bloating or gas. You can add turmeric or cinnamon to milk for increasing the availability of milk protein or add milk to cereals or have it slightly brewed with tea leaves and tulsi to enhance the digestive functions. These days we hear a lot about non-dairy milk alternatives, like oat milk, almond milk, rice milk, soy milk, pea milk, coconut milk and many more which are called Plant Based Beverages. The manufacturers of these PBB (Plant Based Beveges) are trying to misguide and confuse consumers through systematic wrong marketing, using the dairy term 'Milk' or 'Malks' for non-dairy beverages. People perceive plant based milk to be healthier alternative to milk since it has less calories, taste delicious and sweet. The major problem in changing lifestyles these days is following trends while overlooking scientific facts. If a person is changing his/her food habits by replacing milk and milk products with plant-based dairy alternatives, one needs to consider the real differences between milk and non-dairy milk alternatives in terms of health benefits, nutrients contents, calories, added sugar, other ingredient, as well as the price. Most non-dairy milks are compared to cow's milk, which has a strong nutritional package. One cup of milk (1% milk) has 110 calories, 2.5g fat (1.5g sat fat), 8g protein (more than a hard boiled egg), 12g carbohydrate, 12g sugar, 0g fiber along with it it has 300 mg of bone building calcium and 400 mg of potassium including thiamin (vitamin B1), vitamin B6 and zinc that work in concert with other B vitamins like pantothenic

acid to help convert your food into energy and magnesium, which also helps to build strong bones. Plus, milk has selenium, which works with vitamin A to help maintain a healthy immune system.

The carbohydrate present in milk is lactose on the other hand to make PBB more palatable, manufacturers often adds sugars in the form of cane sugar, rice syrup and more. While one cup of plain cow's milk contains 12 grams of sugars, all of it comes from naturally occurring lactose, which is digested more slowly and keeps your metabolism more stable over time than refined sugars. The glycaemic index (GI) is a value used to measure how much a specific food increases blood sugar level. The GI of cow milk is much lower than that of PBB. Hence, to reduce the intake of processed sugar and subsequently achieve low blood glucose levels, one should opt for real milk. Some people blame milk sugar lactose, as part of our population may be lactose intolerant. Dairies do provide low lactose milk so also lactose free milk. Another alternative is to use, fermented milk products like curd, yogurt, buttermilk, etc, where almost 25 per cent of the lactose is hydrolysed. Further lactose is a natural sugar (more specifically, a disaccharide composed of glucose and galactose) found in milk, galactose generated out of lactose is required for brain development. Cow milk is higher in energy and fat compared to PBB. The energy content of PBB is primary ingredient specific, mainly oil and sugar, while the milk fat comprises numerous types of fatty acids. Short-chain and medium-chain fatty acids present in bovine milk exhibit various regulatory and signaling functions in the human body. Cow milk contains over six times the amount of protein present in almond, rice, and coconut-based beverages. The quality and the digestibility of protein present in cow milk is higher in comparison to protein present in PBB. Proteins are categorized as either complete or incomplete, chiefly based on their amino acid composition. In fact, proteins that

contain the "nine" essential amino acids (not produced by the human body) are considered to be "complete." All animal proteins contain all nine essential amino acids, this includes milk, milk proteins and anything derived from milk. However, nearly all plant proteins lack one or more amino acids that make it incomplete, except for soy protein. It is essential to note that cow milk is naturally rich in many micronutrients, which its counterpart PBB lacks and therefore, it is fortified with plenty of micronutrients. The calcium added to foods is different from the calcium that is naturally occurring in whole foods like milk. There may be differences in how your body absorbs it, and it may not have the same health impact as the mineral found naturally. Cow milk is a recognised source of bioavailable calcium, that has an essential role in bone health. The medical science had already highlighted the importance of iodine for normal cognitive function, thyroid function, growth in children and regular skin maintenance. Cow milk is a rich source of iodine, that is again negligible in fortified PBB. While there have been many studies on cow's milk and how it affects bone health and heart disease risk, there's very little research into plant milks because most haven't been around for as long. Another propaganda which the manufacturers of PBB making to attract the elite consumers is the environmental concerns related to dairy farming. They try to highlight the issues like, dairy cattle produce more greenhouse gas emissions and require more land and resources than plants and claim that production of milk alternatives is a more sustainable and environmentally friendly practice. Differences do exist even when it comes to the various alternatives to plant-based milk. For instance, almond milk needs excessive water (It requires an estimated 15 gallons of water to grow just 16 almonds). Furthermore, each plant source also impacts soil health and farming communities differently. Today, the majority of crops are cultivated in a way that causes

degradation of soil and impacts soil biodiversity, and the water cycles negatively. Practices like crop monoculture, intensive agriculture, tilling, and usage of synthetic fertilizers, herbicides, and insecticides are collectively responsible for environmental damage. Non-dairy milk does contain additives. Additives like guar gum and tapioca starch are ingredients often added to plant-based milks to give them the creamy body that milk has. These thickening agents are generally recognized as safe, but another thickener, carageenan, may be linked to inflammation according to some research. Dairy proteins have a very clean, neutral and mild, milky flavor, while PBB can be grassy, earthy and have a beany flavour. These off-flavors usually create a need for flavour-masking agents, while dairy comes with far less requirement of such additives. Plant-based dairy alternatives aren't cheap , costing almost three times the price of cow's milk and other dairy products (such as yoghurt) while nutrient density in them is very low. The product's high cost gives the impression that it may be healthier, but the truth is the other way. This shows that cow milk is superior in nutrition, taste and is economical too.

The major factor affecting consumption of milk in India is the various myths and misconceptions related to consumption of milk and it's byproducts and this problem is more aggravated due to lack of adequate monitoring and law enforcement regarding food safety. This calls for combined efforts from scientific communities and the regulatory authorities to create awareness among general public and develop modules so that the consumer can have easy access to authentic information regarding the produce and that will play a vital role in addressing this problem. Whatever may be done to address this issue we must not forget that milk is a commodity and like other commodity it will always remain a subject of controversy.

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“Kartika Purnima”

“aa ka ma boi, pana gua thoi, pana gua tora, masaka dharama mora”

Dr. Arundhati Devi



“Kartika Purnima” starts the next day of the “Kumar Purnima”. Kartika month is considered as the most sacred month among all the twelve months of the year. During this month, Odia Hindus abstain from the intake of non-veg. It is known as Dhrama Masa. Devotees go to temple and take

only veg in their food. The last five days of the month are very important and known as “Panchuka” and the very last day is being celebrated as Kartika Purnima.

Kartika Month is considered to be the greatest & sacred month of the year. It is the month which acknowledges the maximum number of festivals. During this month all the pious Hindus refrain themselves from eating

non-veg like Egg, Fish, Meat, etc. The last five days of Kartika month are considered more sacred in which there is wide participation. Taken together the days are called ‘Panchuka’, the last day being the Kartika Purnima. Another festival that takes place in the “Kartika Purnima” morning is significant to the ancient history of Odisha.

People float tiny boats made out of cork and coloured paper or

bark of the banyan tree remembering the past glory. This is called “Boita Bandana”. The “Kartik Brata” is concluded on “Kartik Purnima” day. Also, In this month every people should read Importance of Kartika Month, Various Vrats & festivals significance. Every details which is mentioned above can be found Only in One Book called “Kartika Mahatmya”. Most of devotees observe the special rituals associated with the month called

Habisa Brata or Kartika Brata. Mainly I can say about widow old women. They keep a special brata and also eat only once in a day. And the devotess are called as “Habisyali”. It is observed 5 days. The 5th day is celebrated as Kartika Purnima or Rasa Purnima. Somewhere, it is observed for 7th days. Early in the morning after bath, women and girls draw beautiful designs around Choura in muruja.

Kartika Purnima or Boita Bandana : On

this auspicious day, early in the morning people observe the ritual of Boita Bandana by floating tiny banana boat in the nearest water body to remind past glory. This is called as “Boita Bandana”. It reminds the glory of the state. In olden days the Sadhbas(sea traders) used to go distant islands like Java, Sumatra etc for their trade. The women were giving them a hearty send off on this day. “aa ka ma boi, pana gua thoi, pana gua tora, masaka dharama mora”.

The days are now gone, but the memory is still alive. Bali Yatra is the most famous festival and starts on Kartika Purnima. This is the festival continues for a week. You can find here varieties of food stall and other stalls. The silver city Cuttack Bali yatra field is the home of this festival.

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Stubble Burning: Climate Concerns and Policy Paths



A prevailing consensus currently emphasises the daunting sustainability challenge that society confronts, fraught with the potential for catastrophic outcomes. Human and natural systems intertwine deeply with systemic issues of substantial magnitude, encompassing dire realms such as climate change, species extinction, rainforest depletion, and desertification. Across the global landscape, human influence undeniably shapes the trajectory of biodiversity and ecosystems, and their impact is only intensifying. The United Nations Framework Convention on Climate Change (UNFCCC) expounds upon climate change as alterations in the composition of the global atmosphere, directly or indirectly attributed to human activities, superimposed upon the backdrop of natural climate

variability spanning comparable temporal epochs. Climate change is a paramount challenge demanding resolute global leadership to avert catastrophe. International efforts shape emission-cutting policies, while scholarly discourse explores climate's human and environmental impacts. The convergence of climate change and its aftermath forewarns extreme poverty, inequality, and survival threats. Urgent response measures are pivotal, shielding vulnerable communities. Recent years mark a paradigm shift, prioritising vulnerability reduction via disaster risk management, resource stewardship, and adaptive strategies to address climate change complexities. Burning of paddy stubbles: In India, a staggering 2.5 million farmers in the fertile Indo-Gangetic plains engage in a two-crop rotation system, cultivating rice and wheat annually. The intricacies of this agricultural rhythm involve planting rice to coincide with monsoon rains and utilising this natural resource for irrigation. Subsequently,

within 10 to 20 days, the fields are cleared for wheat sowing. Regrettably, a significant predicament arises when the aftermath of rice cultivation manifests as an overwhelming 23 million metric tons of grass and hay, often left discarded in the fields. The most convenient recourse, albeit detrimental, has been the age-old practice of stubble burning, predominantly observed in Punjab, Haryana, and Uttar Pradesh. While providing a swift solution for disposal, this practice contributes to the abysmal air quality that plagues Delhi and the National Capital Region (NCR) during October and November. It collaborates with local sources of pollution, including industrial emissions, vehicular discharges, road and soil dust, construction activities, and adverse meteorological conditions during early winter. The winter season witnesses a concerning blend of smog from various sources, including farm fires, household activities, vehicular emissions, industrial pollutants, and dust. While stubble burning is often associated with Punjab and Haryana

Prof. (Dr.) S. N. Tripathy

farmers, this perception is misguided and fails to recognise them as the primary victims of the resultant pollution. Policy paradigms: The recent warning by the Supreme Court regarding stubble burning has brought to light pressing concerns about paddy cultivation in Punjab. This underscores the need for farmers to explore alternative crops to address the issue effectively. The Court's call for a meeting with farmer groups to find sustainable solutions is a positive step, emphasising the importance of collaboration between central and state governments in resolving this critical problem. Policymakers must acknowledge the challenges faced by farmers, moving beyond traditional methods that have proven ineffective. A paradigm shift is necessary to create a practical and supportive environment for farmers who want to abandon stubble burning. The ban on stubble burning after paddy harvesting has not yielded the desired results, especially in states like Punjab,

Haryana, and Uttar Pradesh. Though implemented, the subsidy scheme for stubble residual machines still needs to be made affordable for many small and medium-sized farmers. The National Green Tribunal's ban in 2015, accompanied by fines for violators, has not successfully deterred the practice. Farmers grapple with a harsh reality, acknowledging the adverse impact of burning crop fields on their families' well-being, soil microbial ecosystems, and the environment. However, they find themselves constrained by economic viability, as caring for paddy stubble proves financially burdensome. Harvesting rice through combine harvesters and transporting grains to markets leaves them with a narrow window of two to three weeks to prepare the fields for the ensuing wheat or potato crops, exacerbating their operational costs. Given the prevailing dire state of farm incomes and the overarching crisis gripping agriculture, setting fields ablaze remains the most cost-effective and expeditious

technique for clearing crop residues. The agricultural sector, which has long been susceptible to natural climate oscillations, now faces a heightened frequency of climatic shifts. These disruptions have disrupted essential ecosystem services that underpin agricultural productivity, encompassing water availability, soil quality, nutrient cycling, and biodiversity. Regrettably, the adverse brunt of these fluctuations falls disproportionately upon marginalised segments of society, compounding their existing struggles with food security, hunger, and poverty. In essence, the landscape of climate change has intensified, challenging the foundations of agricultural sustenance and impeding the progress of vulnerable communities. A holistic and commercially viable approach, government support, and farmer education are essential to tackle stubble burning effectively. This collaborative effort can improve the environment and enhance farmers' livelihoods while ensuring sustainable agricultural practices. Elevating awareness among farmers about the

detrimental consequences of burning paddy straw and advocating for the value addition of crop residues assumes paramount importance. Implementing diverse strategies encompassing power generation, proficient handling techniques, robust community engagement, and proactive governmental interventions can curb stubble burning. Central to this endeavour is promoting bioethanol production derived from sources like sugar cane, switchgrass, and agricultural waste. Bioethanol is a potent substitute for petroleum, significantly curbing both consumption and associated greenhouse gas emissions. The evident environmental and economic benefits of biofuels demand their adoption as a petroleum fuel alternative. Exploring the conversion of non-food resources, including trees and grasses, into bioethanol feedstock holds the potential to diversify the renewable energy stream. Bioethanol emits fewer pollutants upon combustion than gasoline or coal, especially in its bio-derived form. It's remarkable capacity to

diminish greenhouse gas emissions, boasting a substantial reduction of up to 46 per cent when juxtaposed with gasoline, underscores bioethanol as an environmentally conscientious choice bolstered by minimal chemical processing. Encouraging the integration of bioethanol into the vehicular fuel landscape emerges as a potent lever for mitigating environmental degradation, culminating in the enhancement of air quality and a significant reduction in atmospheric harm. In brief, addressing stubble-burning demands a practical, farmer-centric approach that considers agricultural communities' unique challenges. Sustainable solutions, supported by both central and state governments, are essential to ensure a safe and healthy environment for all. It is time for policymakers to engage in a collaborative effort that transcends punitive measures and focuses on empowering farmers to manage crop residue effectively.

Former Professor of Economics, Gokhale Institute of Politics and Economics, Pune, Currently at Berhampur (Odisha)

Retraction of Statement made during Search- Part 2

(Contd from 19th Nov. 2023)

Some decisions where Retraction of Statement was held VALID: 9.8 Asstt. CIT v. Rameshchandra R. Patel [2004] 89 ITD 203 (Ahd.) (TM) – Assessee had a right to retract but that has to be based on evidence brought on record to the contrary and there must be justifiable reason and material accepting retraction i.e., cogent and sufficient material have to be placed on record for acceptance of retraction. All that has to prove that there is evidence of pressure or coercion. Further corroboration of retracted statement is necessary where the assessee established at the earliest possible opportunity by leading reliable evidence and proving thereby the erroneous or incorrect nature of the facts admitted or confessed and also where evidence available on record is inconsistent with the confessional statement. 9.9 Asstt. CIT v. Anoop Kumar [2005] 147 Taxman 26 (Asr.) (Mag.): The A.O. worked out income on basis of seized material which was less than income declared in statement under section 132(4). The assessment was, however, made on the income confessed in the statement. The Tribunal observed: "... It is not the case of the department that the difference in the income assessed and income disclosed under section 132(4) represents some other concealed income.

Therefore, it is clear that there is no material available with the department to justify the addition so far as the difference between the income computed by A.O. and income disclosed under section 132(4). In other words, the so-called disclosure under sec. 132(4) is bald and has no legs to stand and in such a case retraction is justified. 9.10 Gyan Chand Jain v. ITO [2001] 73 TTJ (Jodh.) 859 – Held that the position of law is that the person making an admission is not always bound by it and sometimes can get out of its binding purview if that person can explain concisely with supportive evidence/material or otherwise that the admission made by him earlier is not correct or contains a wrong statement or that the true state of affairs is different from that represented therein and so, the same should not be acted upon for fastening tax liability which should rather be fixed on the basis of correct/true facts, as ascertained from material on record. Unless it is explained as stated above, the admission does retain its binding nature for the person who makes the admission and the same may, if considered reasonable in view of other facts on record and following the principles of preponderance of probability, form the basis of fastening liability. The ITAT allowed part relief to assessee.

9.11 Hotel Kiran v. Asstt. CIT [2002] 82 ITD 453 (Pune) – Admission by a person is a good piece of evidence though not conclusive. The Legislature in its wisdom has provided that such a statement under sec. 132(4) may be used as evidence in any proceedings under the Act. However, there are exceptions to such admission where the assessee can retract from such statement/admission. The first exception exists where such statement is made involuntarily, i.e., obtained under coercion, threat, duress, undue influence, etc. But the burden lies on the person making such allegation to prove that the statement was obtained by the aforesaid means. The second exception is where statement has been given under some mistaken belief either of fact or of law. If he can show that the statement has been made on mistaken belief of facts, and the facts on the basis of which admission was made were incorrect. 9.12 CIT (LTU) v. Reliance Industries Ltd. [2019] 102 taxmann.com 372 (Bombay)/[2019] 261 Taxman 358 (Bombay)/[2020] 421 ITR 686 (Bombay) [SLP granted in [2020] 114 taxmann.com 320 (SC)], the Appellate Authorities allowed payments made to 'S', a consultant holding that there was sufficient evidence justifying the payments made and A.O. other than relying upon statement of 'S' recorded in search had no independent

Adv. Narayan Jain & CA Dilip Loyalka

material to make disallowance. The CIT (Appeal) and Tribunal concurrently held that 'S' retracted his statement within a short time by filing an affidavit. Subsequently his further statement was recorded in which he also reiterated the stand taken in affidavit. The High Court slammed AO for making disallowance of payment merely relying on statement of payer recorded during search, which said that 'S' had not rendered any service to assessee so as to receive such payments. The allowance of payments made to 'S', a consultant, was allowed as business expenditure. The assessee had set up a captive power generating unit and provided electricity to its another unit. It claimed deduction u/s 80-IA in respect of the profits arising out of such activity. It contended before the A.O. that the valuation of electricity provided to the another unit should be at the rate at which the electricity distribution companies were allowed to supply electricity to consumers. The issue had been examined by the Bombay High Court on earlier occasion in Income Tax Appeal No. 2180 of 2011 and the view taken by the Tribunal in similar circumstances was upheld. Similar view was taken in CIT v. Godawari Power & Ispat Ltd. [2014] 42 taxmann.com 551/223 Taxman 234

(Chhattisgarh); and Pr.CIT v. Gujarat Alkalies & Chemicals Ltd. [2017] 395 ITR 247/88 taxmann.com 722 (Gujarat) and allowed the expenditure. 9.13 Other cases in which Retraction was accepted: These are CIT v. Uttamchand Jain [2009] 182 Taxman 343 (Bom) / [2010] 320 ITR 554 (Bombay); CIT v. Rakesh Ramani [2018] 94 taxmann.com 461 (Bom.) / [2018] 256 Taxman 299 (Bom.) / 168 DTR 356 (Bom.) (HC). 10. Relevant Points in case a Statement is to be RETRACTED 10.1 The Retraction must be made without delay: In Kantilal C. Shah v ACIT [2011] 133 ITD 57 (Ahd) it was held that retraction of statement made u/s 132(4) will not be permissible if it has been made after a lapse of considerable time and not done immediately. In this case, after a lapse of around 9 months through an Affidavit. The said retraction was submitted before the AO with a covering letter after 50 days There must be some convincing and effective evidence in the hands of the assessee through which he could demonstrate that the said statement was factually incorrect. Further there should also be some strong evidence to demonstrate that the earlier statement recorded was under coercion. In the present case, the retraction is general in nature and

lacking any supportive evidence. Rather assessee took several months to retract the initial statement, which by itself created a serious doubt. 10.2 A belated retraction would fall in the category of afterthought: In Council of Institute of Chartered Accountants of India v Mukesh R. Shah [2004] 134 Taxman 265 (Guj) the Court held that it goes without saying that a retraction made after a considerable length of time, would not have the same efficacy in law as a retraction made at the earliest point of time from the day of admission. A belated retraction would fall in the category of afterthought instead of being retraction. 10.3 Evidences to corroborate reasons for retraction: Sudharshan P. Amin v. Asst. CIT [2013] 35 taxmann.com 370 (Gujarat): In search, assessee had disclosed a sum as undeclared income. However, during assessment proceedings, assessee retracted from his statement. Assessee's CA who was present at time of confessional statements did not suggest any undue pressure or allurement by department. It was held that retraction made by assessee could not be accepted and addition should be made to his income as undeclared investment. When retracting a statement made on oath under section 132(4), it should always be supported by effective evidence which

shows that the statement which was earlier recorded was incorrect on facts or was taken under inter alia coercion and intimidation. Merely mentioning that the statement was recorded using undue influence, threat or coercion, or that there was a mistake of facts or law, may not be enough. What has to be

seen is how clearly the same is spelt out and what evidence, has been furnished to demonstrate the same.

(Contd)

Adv. Narayan Jain and CA Dilip Loyalka are authors of books "How to Handle Income Tax Problems" as well as "Income Tax Pleading & Practice".

Letter to Editor

Sir

In a heart wrenching incident four youngsters died and many others got injured in a stampede that occurred at the CUSAT university auditorium in Kochi where a music concert was to be held in connection with the annual tech fest conducted by the university. Whenever a stampede occurs a list of questions arise regarding the precautionary measures taken by the organisers, crowd management tactics arranged and the various tactics readied if such untoward incident occurs. Sad that these are not seriously taken before conducting the events where heavy crowds normally emerge. Be it music and dance shows, festivals and processions at worshipping sites, fairs and miscellaneous functions, the organisers and the programme conductors should definitely sketch a 'risk avoid' plan in case such mishaps happen. Stampedes in the past too have claimed so many lives in India and abroad. Most often it is due to human follies and flaws, in organising programmes and events that pull heavy crowds, that end up in heavy fatalities. Meticulous crowd management schemes, smart and alert security and quick response action to be taken in case such incidents can avoid stampedes. It is high time measures on how to deal when caught in crowd situations be taught at the school level itself.

M Pradyu Kannur Geeth Thalikavu Kannur 670001.

Delhi's Hauz Khas Jagannath Temple Hosts Boat Sailing Ceremony

New Delhi, (KCN): Kartika Purnima celebrations and Boat sailing ceremony were hosted in the premises of the Jagannath Temple at Hauz Khas in New Delhi with much pomp, splendour and fanfare. Hosted by the Temple's Management Committee Sree Neelachal Seva Sangha, the Festival was attended by hundreds of Odias and Non – Odias people of Delhi and National Capital region along with their families, friends and relatives. This year's holy Kartika Purnima celebration witnessed unusual interest, unexpected enthusiasm and unprecedented euphoria among the participants. The Festival venue at the Fountain, located at the rear side of the Main temple and the entire compound of the temple were elegantly decorated befitting to the Grand Occasion. In the morning special Puja was undertaken in front of the Presiding Deities. Then



the priests performed the religious rituals in front of the decked up Boat docked in the Fountain's pond. The ladies assembled at the sight did the traditional Aarti of the Boat. With the chanting of the famous lines, "Aaa Kaa Maa Bai" the invited Guests under the stewardship of Temple's Secretary Ravindranath Pradhan initiated the commencement of auspicious Boat sailing. The whole atmosphere got reverberated with the

sounds of Haribol, Huluhuli, blowing of conch, recitals of Bhajan and Keertan and playing of musical instruments like Ghanta, Kartala, Mardala, Jhanja and Mrudanga. The scenic sight of Beautiful Boat being sailed majestically in the pond water around the Fountain, signifying the symbolic re-enactment of the historical voyage of the Odia Merchants for trade to the far off Bali, Java, Sumatra and Borneo islands

showcasing their Valour, Vanity and Vivaciousness was just momentous and mesmerising. The high voltage festive spirit spoke volumes about the maritime golden history, rich tradition and vibrant cultural ethos of Odisha. The special attraction of the Mega Event was scintillating Sambalpuri folk dance performances by Famous Mayuri Troupe from Odisha. Ace Anchor Swarnaprava Pati conducted the

proceedings of the Programme quite efficiently. The devotees were offered delicious Habisha Prasad specially prepared by the Temple authorities. Distinguished dignitaries present include Dr Saroj Kumar Jena, Ranjita Jena, Raghab Dash and Advocate Santosh Rout. The outstanding organising team of Sree Neelachal Seva Sangha responsible for the massive success of the Boat Sailing Ceremony include Secretary Ravindranath Pradhan, Adviser Abani Sahu and members like Bighneswar Rout, Gajendra Samant, Ashok Pradhan (A), Pankaj Mohanty, Khirod Patra, Jitendra Mohapatra, Ajay Pradhan, Ashok Pradhan (B), Nishidha Kumar Das, Rankanidhi Sahoo, Abhaya Pradhan, Dillip Swain, Abhiram Sutar, Suraj Nayak and Manager of the Temple Rashmi Ranjan Behera.

CONSTITUTION DAY OBSERVED AT EAST COAST RAILWAY



Bhubaneswar, (KCN): The Constitution Day was observed at East Coast Railway headquarters, Rail Sadan, today. All Principal HoDs including Addl. General Manager Shri Sharad Kumar Srivastava, Senior Officials, Staff, Members of ECoRWWO led by General Manager Shri

Manoj Sharma, read out the Preamble of the Indian Constitution. Apart from this, the Constitution Day was also celebrated at all the three Railway Divisions of ECoR, viz., Khurda Road, Waltair & Sambalpur. This Day was also celebrated at different Railway Stations over ECoR

jurisdiction. Railwaymen and officials in remote locations also readout the preamble of Indian Constitution at their working place. Principal Chief Personnel Officer Shri Siddharth Kati and Chief Personnel Officer Shri Surya Prakash co-ordinated the programme.

What Maharashtra Speaker Said On Sanjay Raut's Ruling Coalition "Unstable" Claim



M u m b a i (K C N) : Maharashtra assembly speaker Rahul Narwekar on Monday said the Eknath Shinde-led government is stable and enjoys the majority support in the Lower House of the state legislature. He asserted he will take a decision on disqualification petitions filed by rival Shiv Sena factions within the Supreme Court-set time frame. Talking to the media in Sindhudurg district, around 500km from Mumbai, he slammed Shiv Sena (UBT) leader Sanjay Raut for making statements questioning stability of the Shiv Sena-Bharatiya Janata Party-NCP (Ajit Pawar faction) government, saying it has the "magic" number on its side. Asked by reporters about Mr Raut's consistent claim that the ruling coalition is unstable, Mr Narwekar said, "A government falls only when it fails

the number game in the legislative assembly and not because of comments made outside in public. The state government has the magic number (support of 145-plus MLAs). People should not make such comments." The Maharashtra assembly has a strength of 288 and support of at least 145 MLAs is required by a party or coalition to form a government. Replying to questions on the adjudication of the disqualification pleas pending before him, the speaker stated, "I am planning to complete the hearings and take a decision within the time frame given by the Supreme Court. I am taking care not to affect the principles of natural justice. I will decide on the disqualification of (Shiv Sena) MLAs at an appropriate time." The Supreme Court has directed the assembly speaker to decide the cross-petitions filed by

the rival factions of the Shiv Sena seeking disqualification of each other's MLAs on or before December 31. One of the pleas seeks disqualification of Chief Minister Eknath Shinde and the MLAs who backed him during the rebellion against the president of the undivided Shiv Sena and then-CM Uddhav Thackeray last year. Narwekar hit back at Shiv Sena (UBT) leader and former state minister Aaditya Thackeray over his comments on violating anti-defection laws. "The assembly speaker will decide whether or not there has been any violation of the anti-defection laws. Thackeray should not make any comments about it. If violation has taken place, I will take an appropriate decision. I can assure the people of the state that I will not take any wrong decision," he asserted.

Rat-Hole Miners Begin Manual Drilling At Uttarakhand Tunnel



New Delhi, (KCN): Manual horizontal drilling has started at the Uttarakhand tunnel where 41 men have been trapped for more than two weeks, the authorities have said. The process started at 7 this evening after the American Auger Drill broke again, its blades fouled up by iron grill from the tunnel ceiling and other debris. The work is being conducted by "rat miners"—labourers used to drilling narrow shafts as part of a primitive method of coal extraction. The vertical drilling to create an extra passageway has already

progressed to 36 meters, officials said. Manual drilling from top and side are the two methods on which rescue workers are focussing on after several other methods failed. Horizontal drilling from the Barkot end of the tunnel is also in progress. Neeraj Khairwal, Secretary, Uttarakhand government, said 24 rat miners will work 24 hours to remove manual debris. The work will be done in three shifts. The Auger Machine, once in working condition, will push the 800-mm pipe forward as the manual drilling progresses.

The officials, however, refused to give a time frame for the rescue. Manual drilling is a slow and labour-intensive process in which the rat-hole miners will go through the 800 mm pipe, drill manually and bring out the debris by shovels. Asked if going through the 800-mm diameter pipes would be difficult for them, an official said they have experience of working in 600-mm pipes. The workers will be provided with a helmet, a uniform, mask and glasses, officials said. With 10 to 12 meters left to reach the trapped workers and machine drilling options exhausted, manual drilling appears to be the only way forward, the authorities indicated. The American Auger drill -- a corkscrew-like device with a rotary blade at the front end -- which drilled around 46.8 metres, had to be withdrawn as it hit several hurdles.

Farmers Protesting At Chandigarh-Mohali Border To Meet Punjab Governor Today

Chandigarh (KCN): Farmer leaders will meet the Punjab governor on Tuesday in connection with their various demands as the three-day protest under the banner of Samyukta Kisan Morcha continued for the second day on Monday. Scores of farmers gathered at the Mohali-Chandigarh border on Sunday to press the Centre to accept their various demands, including a legal guarantee of the minimum support price (MSP). Farmers are demanding the withdrawal of cases filed against them during the 2020-21 stir against the now-repealed farm laws, compensation and jobs for any one of the family members of farmers who died during the stir, debt waiver, and pension. The Samyukta Kisan Morcha (SKM) is an umbrella body of various farmer unions. Addressing the media here, farmer leader Harmeet Singh Kadian said their leaders will meet the governor on Tuesday. "We will give our memorandum to the governor on Tuesday at 11 am," said Kadian. Farmer leaders further said the next course of action of the SKM will be decided on Tuesday. Various farmers' bodies, including the Bharti Kisan Union (Ekta Ugrahan), BKU (Lakhwal), BKU (Dakunda), which are part of the SKM, are participating in the protest. Heavy security arrangements were made because of the protest and the traffic was diverted to alternative routes on some roads. Farmers from Haryana also converged at Sector 5 in Panchkula, where policemen were deployed in large numbers. Farmers from many parts of Punjab on Sunday began gathering at the Mohali-Chandigarh border near Phase-11 in Mohali. They came on tractor trolleys, cars and other vehicles with a cargo of essential items such as ration, bedding, utensils, cooking gas, and cylinders for the three-day protest.

Children Rally for Clean Air in Bhubaneswar During Child Rights Week

Bhubaneswar, (KCN): In a heartfelt display of unity, over 300 children march for clean air, emphasizing their fundamental right to a pollution-free environment. As Child Rights Week unfolds in Bhubaneswar, more than 300 children took to the streets to champion their right to breathe clean air. Driven by concerns about rising air pollution and its detrimental effects on health, the children embarked on a symbolic journey from Biju Nagar Chowk to Chandeshwar Chowk. Children from various schools, colleges, and child rights organizations

participated in a peaceful walk to raise awareness about the impact of pollution on their health. The march served as a powerful reminder of the need for a healthy environment for the younger generation, especially during the winter months when pollution poses a heightened threat. Deputy Mayor Ms. Manjulata Kanhar expressed support for the children's cause, emphasizing the importance of prioritizing their health. Mr. Vinay Jaju, Managing Director of SwitchON Foundation, underscored the urgency of securing a healthy future for the next



generation. A flash survey conducted by SwitchON Foundation unveiled that 97% of children and

youths in Odisha perceive air pollution as a significant threat. Vehicles, coal-based

power plants, mining activities, open waste, and road dust were identified as major

contributors to pollution. Youth participants in the survey advocated for mandatory

environmental education and emphasized the significance of eco-friendly transportation and renewable energy to combat air pollution. Pediatrician Dr. Mamata Panda shed light on the adverse effects of pollution on fetal development, stressing the responsibility to provide a pollution-free environment for children. Ms. Manjulata Kanhar, Deputy Mayor, said "Our children's plea for clean air is a powerful reminder that their right to a healthy future must be prioritized." Mr. Vinay Jaju, Managing Director, SwitchON Foundation, said "An entire

generation of children is in jeopardy. It is time to come together for our future generation and secure their right to healthy clean air." Dr. Mamata Panda, Pediatrician, said "It's our duty to bring and nurture a child to this beautiful world which should be Air pollution free." The event witnessed heartwarming moments as children, supported by teachers and community members, stood in solidarity. Their banners and placards conveyed a strong message – every child has the right to live in an environment that nurtures their physical and mental well-being.

SOA LitFest Concludes

Bhubaneswar(KCN): The three-day 2nd SOA Literary Festival concluded on Sunday with eminent Punjabi litterateur Dr. Surjit Patar describing literature as a bridge that kept the society together.

“Concrete bridges only span the river, but the bridge of words keeps the society united and together,” Dr. Patar said while addressing the valedictory session of the SOA Lit-Fest which was attended by around 250 writers, poets, critics, thinkers and artistes from across the country. Pointing out that poetry leads to self-introspection, he said grief and poetry had a strange connection. “The poorest countries of the world have the richest poetry,” he said. India was one of the countries with the largest

number of scripts, he said adding the absence of words leads to darkness.

Dr. Patar said poets were like trees who absorbed carbon dioxide from the atmosphere but released oxygen for the benefit of society.

Nine of Odisha's eminent writers, poets and critics were presented the 'SOA Sahitya Samman' on the occasion. They included eminent storyteller Mr. Achyutananda Pati, eminent writer Mr. Satakadi Hota, eminent linguist Dr. Debi Prasanna Patnaik, eminent novelist and writer Prof. Santanu Kumar Acharya, eminent poet and writer Mr. Ramakanta Rath, eminent translator and poet Mr. Srinivas Udgata, eminent critic Prof. Dasarathi Das,



eminent poet and critic Dr. Sitakanta Mahapatra and eminent novelist Mr. Bibhuti Patnaik. Eminent litterateur Dr. Jagannath Prasad Das and noted theatre personality Mr. Anant Mahapatra, also chosen for the honour, could not be present. The awardees were presented with a citation, an Uttariya, a statuette of goddess Saraswati and a cash component of Rs. one lakh. It was

announced on the inaugural day of the festival that the 'SOA Sahitya Samman' would be presented at the national level from next year with a cash component of Rs. seven lakh. Prof. Kumud Sharma, Vice-President of Kendra Sahitya Akademi also addressed the gathering.

Felicitating the awardees, Prof. Sharma

said that these literary greats had spent their lives to serve literature which ignites hope in the society immersed in gloom. “While exposing the contradictions in the society, literature also acts as the glue to keep it together,” she said. Prof. Sharma said the writer had the responsibility to speak up for the ‘dumb masses’ who had none to represent them.

The SOA Lit-Fest was organised by the SOA Centre for Preservation, Propagation and Restoration of Ancient Culture and Heritage of India (PPRACHIN), the conservation arm of Siksha ‘O’ Anusandhan Deemed to be University. Welcoming the awardees, Dr. Gayatri Bal Panda, Head of PPRACHIN, said it was a dream to have the legends of Odia

literature, who were of the highest calibre, on the same platform. She hoped that the participants had benefitted by attending the festival. Prof. Jyoti Ranjan Das, SOA's Dean (Students' Welfare), proposed the vote of thanks. Responding to the felicitation, several of the famous awardees complimented SOA for organizing the event with Prof. Santanu Kumar

Acharya thanking SOA Founder Prof. Manojranjan Nayak for making it possible for all the ageing litterateurs to come together on the occasion of the literary festival.

Mr. Ramakanta Rath said there was need to publish ancient timeless texts which were no longer available while stating that the state government should attempt to do it. Another recipient of the award, Prof. Dasarathi Das thanked PPRACHIN for publishing the critical edition of the original ‘Sarala Mahabharata’ written by the 15th century Odia poet Sarala Das.

“The availability of an alternative pure edition of an ancient text is the basis for any literary criticism,” he said.

Constitution Day observed at Heritage Law College, Kolkata

Kolkata, (KCN): On 24th November, Constitution Day, was observed at Heritage Law College, Kolkata. The programme was addressed by Hon'ble Justice Pratap Kumar Ray, former Chief Justice (Acting), Calcutta High Court as the Chief Guest for the programme.

Justice Ray spoke about in details what is the importance of Constitution Day and why do we observe every year this Day to the young and aspiring future lawyers.

On this day, in 1949, the Constitution of India was adopted by the



Constituent Assembly. After gaining independence from the British Rule, the Constituent Assembly took the task of drafting the Constitution of this newly-formed nation.

The programme also witnessed the address of Prof. Santanu Mitra, Teacher in Charge, Heritage Law College, Prof. S. S. Chatterji, Director, Heritage Law College, Mr. PK.

Agarwal, CEO, Heritage Group, Prof. Basab Chaudhuri, Senior Director- Higher Education, Heritage Group and other faculty and staff members of the College.

NYKS Hosts 15th Tribal Youth exchange Programme in City to Sensitise Country's Rich Heritage



Kolkata, (KCN):The Nehru Yuva Kendra Sangathan (NYKS), West Bengal chapter hosted the 15th Tribal Youth Exchange Programme sponsored by the Union Ministry of Home Affairs. The programme had a gala start today at the State Training Centre, Bharat Scouts and Guides, Ganganaagar, Madhyamgram. The programme will continue till November 30, 2023. Today, the event was inaugurated by Shri Braja Nanda Maharaj of

Belur Math, Howrah. The State Director, NYKS, West Bengal & Andaman and Nicobar Islands, Shri Rajib Majumder, Shri Tatpara Nanda Maharaj from Ramakrishna Mission, Narendrapur, were also present. Total 200 participants belonging to the Left Wing Extremists (LWE) areas like Lakhisarai and Gaya, Giridih, Gumla, Kunti and Lohardaga, Malkangiri, Kalahandi and Kandhamal and Gadchiroli, with 20 Escorting Officers from

CASF participated in the programme. They hail from 10 districts of four States-Bihar, Jharkhand, Odisha and Maharashtra. These youths were exposed to the techno-industrial development, education and employment opportunities available in the city. They will also be sensitised regarding various welfare schemes of the Government of India. Besides, helping hands will be provided to these tribal youths to develop emotional linkages with

their peer groups and enhance their self-esteem.

These youths will also be toured to the various places of interest of the city like Birla Planetarium, Indian Museum, Birla Industrial & Technological Museum (BITM), Victoria Memorial and Belur Math. They will also be able to witness the glimpses of cultural heritage of the city as several cultural organisations in and around the city will perform in front of them.



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Dalmia Bharat Foundation Signs MoA with BSL to Enable Social Transformationin Bokaro

Bokaro, Jharkhand : Dalmia Bharat Foundation (DBF), the Corporate Social Responsibility (CSR) arm of Dalmia Bharat Group has signed a Memorandum of Understanding (MoA) with Bokaro Steel Plant (BSL) to drive its community-centric initiatives in Jharkhandby upskilling 600 youth, annually.The aim of the MoAis to establish a skill training centre to impart short term, placement-basedcourses to local youth in the surrounding villages through DBF’s DIKSHa (Dalmia Institute of Knowledge and Skill Harnessing)centre. The MoAwas signed by

Shri Chaudhary Ratnesh Kumar Sudhanshu, Dy. General Manager (CSR & SAIL-Uday), SAIL-Bokaro Steel Plant and Shri Vishal Bhardwaj, Group Head – CSR, Dalmia Bharat Group and ChiefExecutive Officer, Dalmia Bharat Foundation. “Since our inception in 2009, we’ve witnessed our role gradually transform from being a resource provider to a key enabler for positive change in society. While we’ve created a legacy of development and change for the better, we continue to strive to ensure that we meet newer economic and environmental needs and close wider societal gaps as much as possible,”

said Mr. Vishal Bhardwaj, Group Head - CSR, Dalmia Bharat Group and CEO, DBF. “Through our leadership and dedication towards achieving social transformation, we will continue to work towards our vision of creating opportunities for people across the nation so that they can reach their full potential and give back to the community. We look forward to our partnershipwith BSLand also call upon our industry peers to join us as we make significant and sustainable differences and ensure social, economic, and environmental progress. The skill development center at Bokaro Steel City, in association with

DBF, will help strengthen the social ecosystem in Jharkhand.While BSL will provide the necessary infrastructure support, DBF has been entrusted with managing day to day activities of the center including faculty and placement support. “BSL and DBF share a common vision and value system for bringing about a transformative change in society by leveraging its demographic dividend through empowering the local youth through training that makes them market-ready,” said Mr. Chaudhary Ratnesh Kumar Sudhanshu, Dy. GM (CSR & SAIL-Uday), SAIL-Bokaro Steel Plant.“It is our firm belief that this combined expertise and experience

will ensure that the youth being educated at the DIKSHafacility will receive quality and need-based training for the purpose of gainful employment across industries.” To ensure viable and sustainable income generation,training will be imparted in tradesfor self-employment and tradessuch as Assistant Electrician, Solar PV Installer, General Duty Assistant (GDA) and Customer Relationship Management, to begin with. Subsequently, more courses will be added as per demand and future prospects.The center shall largely focus on the development of the youth residing in BSL’s peripheral villages.

Flipkart’s Shopsy Summer Store steers tremendous growth for sellers in Odisha

Bhubaneswar: As the summer starts rolling in, Shopsy - Flipkart’s social commerce platform, recently launched the Summer Store, a unique curation to address customers’ nuanced seasonal needs by offering a wide range of products across categories under one umbrella. As a testimony to this endeavor, sellers in Cuttack recorded nearly a 9X growth in sales and sellers in Puri recorded nearly a 16X growth in sales bolstered by the summer store initiative. Sellers in Sundergarh have garnered a tremendous 34X growth in their sales over the past month. The summer store recorded increased traction from women buyers which indicates a positive women reseller growth

in Cuttack. Amongst several categories, Hygiene and Wellness, Fashion, Kitchenware and Home Decor emerged as top priorities for customers with demand for products such as deodorants, sunglasses, body washes, essential oils, sarees, table covers, bedsheets and kitchen tools topping the charts. Shopsy Summer Store is a one-stop-shop for products ranging from electronics, personal care, baby care, food and beverages, apparel, swimwear and kitchenware including air conditioners, deodorants, baby sunscreen, aerated drinks, cotton clothes for men and women, swimsuits and juicer mixer grinders. Of this, deodorants have taken up

the major share of the demand pie clocking over 50% growth, followed by sunglasses which grew by close to 22%. Kitchen tools also contributed to a 6X growth over the past month in Cuttack. This was followed by categories such as kurta sets, cotton sarees, deodorants and body washes that witnessed a 3X jump over the past month in Puri. Shopsy aims to continue its endeavor to offer a wide range of quality and engaging products for customers at affordable prices, while being a value-based and reliable platform. By providing a simplified social media interface, Shopsy is able to overcome user apprehension of trust and authenticity while shopping online.

Ecom Express announces 55,000 registrationsfor its Delivery Partner Program

Bhubaneswar / Gurugram: Ecom Express Limited, a new-age technology-driven end-to-end logistics solutions provider to the e-commerce industry, announced that it has crossed 55,000 gig workers registration on their dedicated appcalled ‘EcomSanjeev’ to onboard delivery partnerssince its launch in September2021. The company’s delivery partner program aims to create part-time work opportunities for individuals with the option of flexible timings to maximize their earnings by delivering e-commerce shipments to customers. Delivery Partners working through Ecom Express’ gig model can earn

anywhere between Rs. 15,000 to Rs. 60,000 per month. Close to 60 per cent of registrations have been from Tier 4 cities and towns, indicating massiveaffinity for gig opportunities in those areas.The top 10 cities/ towns with the highest registrations include fromDelhi, Bengaluru, Mumbai, Hyderabad, Chennai, Kolkata, Pune, Lucknow, Gurugram and Patna. In Odisha, over 4000 gig-workers have registered for part time engagement as delivery partners with Ecom Express. Most of the registrations have been from Bhubaneshwar, Cuttack, Rourkela, Berhampur and Sambalpur among other

cities. Saurabh Deep Singla, Chief People Officer, Ecom Express said, “Since the launch of our ESP program last year, we have created opportunities for students, homemakers and individuals looking to supplement and maximize their income by delivering e-commerce shipments during their spare time. This flagship program, besides empowering gig workforce,also helped the company to scale their delivery capabilities in assuring speed, reliability, and effective logistics solutions to deliver online-ordered products at end-customers’ doorstep safely.” The company has also

announced provision of accidental insurance of Rs. 2 lakhs to safeguard delivery partners from any mishaps, besides offering a host of other benefits, including attendance bonus depending on their work continuity.Referal programs are run from time to time to expand the delivery partner base while rewarding the existing partners.To createstronger affiliation with delivery partners, Ecom Express hasfurther collaborated with leading brands to provide numerous enticing benefits. Any individual, male or female, fresher or experienced,can earn extra income by applying for this part-time job online using the

app,Ecom Sanjeev, available on Google Playstore. They will have the flexibility to choose their preferred time slots and workdays. To join as a Delivery Partner with Ecom Express, candidates must possess a valid Aadhaar card, preferably ownavehicle,and have a smartphone. Ecom Express also allows gig workers who don’t have any owned vehiclesto register themselves and work. All personal documents for enrollment can be uploaded through the Ecom Sanjeev app and the verification (PAN card, Bank account) is done online along with physical document verificationat the nearest Ecom Express center.

Ambuja Cements and ACC’s ChangeTheStory campaign wins Bronze at theABBY Awards

Mumbai: The first sustainability campaign ‘Change The Story’ of Ambuja Cements and ACC, has won a Bronze Award at the recent ABBY Awards 2022, under the Green Award category. This category is awarded to o u t s t a n d i n g communication that features planet c o n s e r v a t i o n , sustainability etc. The

“Change The Story” campaign aimed to create awareness about sustainability and showcase technology-backed solutions that offer effective and measurable outcomes in this regard. The #ChangeTheStory campaign highlights a non-invasive bubble barrier technology, which will remove around 2,400 tonnes of

plastic waste from Agra’s Mantola canal, thereby preventing its entry into the Yamuna river. The crux of the campaign lay in reaching out to a wide audience across India and globally—and communicating the campaign’s features. The campaign winning this honour at the ABBY Awards—often touted as the Oscars of Indian advertising—was

designed in collaboration with Alok Nanda and Company and serves as another reminder of the crucial role sustainability plays at Ambuja Cements and ACC. #ChangeTheStory campaign was rolled out across multiple platforms, including print and digital, reaching out to an approximate 32 million people. One of its lead video films conveyed the

message, through the lens of a scientist, that it’s time to change the story by taking out the plastic and freeing our rivers of their polluted past. The campaign further leveraged the power of music and created a rap song across owned platforms featuring the campaign mnemonic “Bubble Sharma”. This was followed by a bouquet of informative posts and

Meesho announces annual “Meesho Mega Blockbuster Sale” launches Meesho Gold and Loyalty program ahead of festive season

Bhubaneswar: Meesho, India’s only true e-commerce marketplace, today announced its highly anticipated festive ‘Meesho Mega Blockbuster Sale’ beginning from October 6th. The company will continue to boost accessibility, affordability, selection, and experience for its valued customers. With over 14 lakh sellers and 12 crore product listings across 30 categories, Meesho aims to ensure that customers across India have a plethora of affordable options to choose from this festive season. Compared to last year, categories such as Personal Care & Beauty, Home & Kitchen as well as Electronic Accessories are expected to grow ~100% YoY. Ahead of the festive season, Meesho has launched an innovative loyalty program on their platform, created to benefit both customers and sellers. The loyalty program provides users with a seamless shopping experience throughout the festive season and helps them engage better with Meesho’s diverse product portfolio. Additionally, Meesho launched Meesho Gold which will include a vast selection of trusted quality products across categories such as Ethnic Wear, Jewelry as well as Home & Kitchen. The products are carefully curated



taking into account factors such as reviews and availability. In the last two months, Meesho has onboarded nearly 2 lakh new sellers in preparation for the festive season. Sellers are gearing up to manage the increased demand by hiring seasonal workers, expanding their selection and renting additional storage facilities. Sellers registered on Meesho are projected to hire over 3 lakh seasonal workers as part of their requirements for the festive season who will assist them in various capacities, i n c l u d i n g m a n u f a c t u r i n g , packaging, and sorting. Meesho is working closely with sellers to build capabilities such as demand forecasting and inventory management. The company has created a robust training program on its Supplier Learning Hub with educational infographics and easy to understand videos on selection of catalogs and best practices for sale events. Megha Agarwal, CXO, Growth, said, “We believe that the festive season is a time to come together, celebrate traditions and create lasting memories. To fulfill the growing

festive demand, we are working with lakhs of sellers as well as emerging and regional brands across the country. The Meesho Mega Blockbuster Sale, beginning on October 6th, aims to fulfill the festive shopping aspirations of billions of Indians. Leveraging tech innovations, seller-friendly policies and an asset-light structure has enabled us to become the platform of choice for India’s value-conscious customers. Through this sale event, we continue to reinforce that customers can avail quality products at the ‘right’ prices on Meesho.” Within the dynamic landscape of India’s e-commerce industry, Meesho has recently ventured into the branded space with its offering, ‘Meesho Mall’. Currently, Meesho Mall has partnered with over 400 brands which includes renowned names such as Bajaj, Biotique, boAt, Gillette, Himalaya, Mamaearth, Milton, Paragon, Philips, Plum, Sirona, WOW Skin Science, among others.

Startup Odisha Yatra, Startup Xpress witness significant rise in idea generation



Bhubaneswar,(KCN): Startup Odisha Yatra and Startup Xpress have witnessed record numbers of ideas within just 13 days. More than 1880 ideas have been generated so far, as the yatra continues its dream run across the state, already covering two thirds of the districts in Odisha. It is a testament to the growing enthusiasm and creativity of student communities of the state. As the Yatra expands its reach to far flung areas and educational institutes, the number of participating students has increased substantially. As Odisha aspires to recognize and nurture 5000 Startups by 2025, Odisha Startup Yatra and Startup Xpress are a playing important role in fulfilling this vision. It becomes a launch pad for idea generation from school and college students thus setting a high benchmark with sophisticated ideas. So far, the Yatra has covered 22 districts of the state, visiting 128 colleges and 42 schools with participation from more than 17,362 students. On Saturday, the vans visited 8 colleges and 3 schools, received 92 ideas with participation from 1155 students. A interesting Bootcamp was conducted at IIT Bhubaneswar and it collected 10 Ideas with participation from 78 Students.

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