



Artist V.Rahul Patnaik wishes the Indian cricket team to win the World Cup 2023 and achieve great glory with a picture of Indian cricket team members on a pigeon feather.

‘Ama Odisha Naveen Odisha’ Programme Launched In Keonjhar & Bhadrak

Bhubaneswar(KCN): Odisha Chief Minister Naveen Patnaik on Tuesday launched the first phase of his government's ambitious programme – ‘Ama Odisha Naveen Odisha’ with the aim of strengthening the administrative infrastructure and building a strong Odisha. The programme, which will focus on every panchayat and every village in the state, was launched via virtual mode in Keonjhar and Bhadrak districts today. A sum of Rs 3,397 crore will be spent for the ‘Ama Odisha Naveen Odisha’ programme across the state and it will cover 6,794 panchayats. As many as 90,723 projects will be implemented under the programme across the state. Each village will get Rs 10 lakh. Under this programme, Jagannath culture will be implemented and digital infrastructure will be developed in each village. This will be the

basic foundation for building an ambitious Odisha. A new Odisha will spread its wings and build ‘Ama Odisha Naveen Odisha’ to tap into the broad spectrum of modern technology from Odisha's strong cultural base. Speaking on the occasion, Chief Minister Naveen Patnaik said, “Odisha is the land of Jagannath. Love, peace, harmony, equality and service are the messages of Jagannath culture. Irrespective of caste, religion, and community, Odisha has made everyone its own. The ‘Ama Odisha Naveen Odisha’ programme will preserve the Jagannath culture in every village. Every place of worship will be developed and heritage sites will be preserved.” The Chief Minister said that the preservation and protection of these cultural and heritage sites is essential for future generations. Patnaik further said that the development of



digital infrastructure in villages is one of the objectives of this scheme. Internet connection will be available in the villages, which will have science parks and skill development centres. While banking facilities will be available in every village, the primary schools of the villages will also be involved in this programme. It will bring immense opportunities to the youth, society, women, the farmer brothers and sisters, and students and will be able to further enhance the identity of Odisha as a modern, strong, progressive and culturally conscious state. “The foundation of this new Odisha will be strong,” the Chief

Minister said and wished everyone would cooperate in the successful implementation of the ‘Ama Odisha Naveen Odisha’ programme. A huge crowd gathered from six constituencies of Keonjhar and five constituencies of Bhadrak at today's programme. The government has sanctioned Rs 148.5 crore for the Ama Odisha Naveen Odisha programmes for 3,568 projects in the 297 gram panchayats of the six constituencies of Keonjhar, while Rs 109 crore has been sanctioned for 3,337 projects in 218 gram panchayats in the five Assembly constituencies of Bhadrak district.

5T Secretary VK Pandian coordinated the event. Public representatives from different constituencies in each district, including MLAs, District Council Presidents, members, and local Sarpanch participated in the virtual discussion and praised the Chief Minister for the launch of the new development programme in the villages. People said that there is a smile on the faces of the poor and neglected people today due to the welfare programmes launched by the Chief Minister. The visit of the 5T Secretary, the development in the district has improved and the problems that have been pending for many days have also been

resolved. Participating in the discussion, 5T Secretary Pandian said that the Chief Minister is always quick to solve the problems of the local areas. He has given strict orders to work for the development of every village in Odisha. After his visit, Pandian informed about the projects sanctioned by the Chief Minister for various regions. The Chief Minister has sanctioned funds for the ‘Ama Odisha, Naveen Odisha’ programme considering the proposed projects and needs of the people. He advised everyone to them on time. The District Magistrates of both districts expressed their thanks to the Chief Minister at the end of the programme. The vision of the intervention is to transform Odisha to modern and aspirational Odisha retaining the essence, soul and spirit of Jagannath culture and spreading over to the world.

Koraput-Jagadulpur Railway Section Restored



Bhubaneswar(KCN): The Railway Line between the Manabar and Jarati Stations in the Koraput-Jagadulpur Railway section of the Kottavalasa-Koraput-Kirandul (KK) Rail Line had been affected badly due to a landslide causing the blocking of the Train Line on 13th September 2023. This train line runs through the dense of the Eastern Ghats Mountain which is very crucial for the line of the country. The affected area falls near Koraput towards Jeypore in Odisha.

In the restoration work, a number of Excavators, and stone breakers along with a number of manpower from Railways were utilized to clear mud and rocks from the train line in 27 days. Track fit was given yesterday midnight with running of goods train at 10 kmph and subsequent goods trains at 20 kmph. The Overhead Equipments (OHE) was fit and charged at about 0200hrs in the night. 1st Diesel Light Engine passed the affected site

towards Jarati Station at about 0220hrs with 10 kmph following clearance of three OHE Tower Cars from site. The first Diesel Empty Goods Train left Manabar Station at 0255hrs, passed the site at 0332hrs and reached Jarati at 0352hrs. Loaded Goods train with speed limit started in the section at about 0900hrs, this morning. General Manager East Coast Railway Shri Manoj Sharma personally visited the affected spot and reviewed and monitored the restoration work. Shri Sharma also instructed officials engaged in restoration work for early restoration and provided all types of help for quick restoration and early running of train movements in the section.

Hot And Humid Weather Continues; Temperature Above 35 Degree In 15 Places In Odisha



Bhubaneswar(KCN): Odisha continues to experience heat, even during autumn season. The process of monsoon retreat has already begun in the state, yet there seems to be no respite from heat. Several areas across Odisha continue to experience cloudy weather, even in October. Some areas continue to experience scorching heat in October. The daily temperature across 15 cities of Odisha has crossed 35 degree Celsius. The daily temperature of Bhubaneswar was recorded at 34.4 degree Celsius on October 9 (Monday). Several other cities across Odisha also recorded their daily temperatures more than or equal to 35 degree Celsius on Monday. These places include Daringbadi, Jarsuguda, Chandbali, Paradeep, Malkangiri, and Gopalpur.

Anubhav Mohanty Again Requests Wife Varsha To Accept Divorce

Bhubaneswar(KCN): Ollywood actor and BJD MP Anubhav Mohanty has once again made a humble request to his estranged wife and actress Varsha Priyadarshini to accept the divorce. Posting a fresh video on Tuesday morning, Anubhav requested Varsha that his father was unwell and at this crucial time, she should accept the divorce at least as a good friend and stop 'false drama'. “Varsha Priyadarshini madam, I have shot this video only for you. I don't have any motive to tarnish your character. It's 5.30 am now. However, none of my family members including me are able to sleep as my father is ill,” said Anubhav in the video. “We will challenge



the 'historical' decision of the Family Court. I had requested you over social media platform to remain as good friends throughout our life as we couldn't live as husband and wife. But you didn't give me any answer, rather blocked my account so that I will not be able to communicate anything with you on social media platform. I request you on behalf of me and my family to accept the divorce cordially,” he added. “You know very well that we have never lived

like a couple. Please stop the false drama. My father is severely ill and he is crying. I don't want to lose my father because of you and my marriage. I request you, your mother and two sisters with all the respect to consider my request. I also request you not to make any drama and ridicule over the video. My parents and family are everything for me,” he further added. While Varsha has yet to reply to his messages, Anubhav has remained actively engaged on social media.

KIIT-DU's Prof. Chandana Mohanty: A Leading Light on Stanford's 2023 "Top 2% Scientists of the World" List

Bhubaneswar (KCN): In a remarkable achievement, Professor Chandana Mohanty from the Department of Biological Science at the School of Applied Sciences, KIIT University, has earned her place among the world's elite scientists. Stanford University has recognized her as one of the "Top 2% Scientists of the World" for the year 2023. This prestigious list compiled by Stanford University includes over 1.85 lakh researchers from a staggering pool of over 8 million scientists. It

encompasses 22 scientific fields and 176 subfields, making it a comprehensive representation of global scientific excellence. The criteria for inclusion in this exclusive list are based on academic scientific achievement, as assessed by bibliometric indexes using Scopus Elsevier data. Professor Chandana Mohanty's inclusion in this elite group is a testament to her outstanding contributions to the scientific community. The evaluation factors considered for this



accolade include the Scopus H index, impact factor, total citations, patents, and the

commercialization of patents. This recognition shines a spotlight on her

exceptional work and underscores her significant impact on her respective field.

Professor Mohanty's journey to this esteemed position is a reflection of her dedication and expertise. Her consistent commitment to excellence has not only earned her a place among the world's top scientists but has also made her a source of pride for KIIT University and its community. Notably, Professor Mohanty's achievements extend beyond her scientific endeavors. She is the daughter of the renowned late surgeon, Dr. Bhagaban Mohanty

, Mrs Basant Manjari Mohanty and the wife of Mr. Anil Pradhan, the joint director of Income Tax. Her remarkable journey and accomplishments serve as an inspiration to all. Professor Achyuta Samanta, the Founder of KIIT & KISS, expressed his joy and satisfaction at the outstanding achievements of Professor Mohanty and 19 other members of the KIIT family who have been featured on Stanford University's "World's Top 2% Scientist" list for 2023.

This marks the third consecutive year that Professor Mohanty has earned this prestigious recognition, solidifying her status as a leading figure in the global scientific arena. Professor Chandana Mohanty's remarkable achievement is not only a personal milestone but also a testament to the excellence fostered at KIIT University. Her continued success exemplifies the institution's commitment to nurturing exceptional talent and contributing to the advancement of global scientific knowledge.

Central University of Odisha celebrates Utkalmani Gopabandhu Das Jayanti

Koraput,(KCN):Central University of Odisha celebrated the 146th birth Anniversary of Utkalmani Pandit Gopabandhu Das and organized a seminar on the topic 'Relevance of Utkalmani Gopabandhu Das' Thoughts in Contemporary India' on October 9, 2023, at the Landiguda campus of the University. Under the leadership of Prof. Chakradhar Tripathi, Hon'ble Vice-Chancellor of CUO, the Department of Journalism and Mass Communication organised the programme for the first time in the University.

Prof. Chakradhar Tripathi, the Hon'ble Vice-Chancellor of the University, extended his warmest wishes to the University community and eloquently described Utkalmani as a multifaceted luminary who was a social reformer, educationist, journalist, writer, and a catalyst for a new social order in the country. He emphasized that Utkalmani Das dedicated his life to the holistic development of society, urging everyone to follow in his footsteps and contribute to nation-building. The program

commenced with a reverential floral tribute to Utkalmani Gopabandhu Das by esteemed guests, faculty, and students, accompanied by the melodious rendition of G o p a b a n d h u ' s composition, "Mishu Mora Deha E Desha Matire." Dr. Sourav Gupta, Acting Head of the Department of Journalism & Mass Communication, delivered the welcome address. The introductory remarks were given by Prof. N C Panda, Acting Registrar, and the seminar was presided



over by Dr. Madhusmita Parida, Director of SCITM, Koraput. Distinguished speakers

at the seminar included Dr. Jhansi Singh, Reader in Political Science at Semiliguda College, and

Dr. Rudrani Mohanty, Associate Professor and head of the Odia Department at CUO.

Thoughtful insights were also shared by Prof. Hemraj Meena, Rajbhasha Officer of CUO, and Prof. S K Palita, Dean, School of Biodiversity and Conservation of Natural Resources. The vote of thanks was delivered by Dr. Pradosh Kumar, Assistant Professor at Dept. of Journalism and Mass Communication. In a special tribute to Utkalmani Gopabandhu Das, two journalists from Samaj, the newspaper founded by Utkalmani himself, were felicitated by CUO. Shri Dilip Mohanty, District Correspondent for

Koraput, and Shri Manoj Ku Patnaik, Correspondent for Sunabeda Subdivision, were recognized for their contributions. The seminar concluded on an artistic note with a captivating street drama titled "Khabar Hai," performed by the students of the Department of Journalism & Mass Communication. The event witnessed the enthusiastic participation of faculty, research scholars, and students from various departments, making it a remarkable tribute to the enduring legacy of Utkalmani Gopabandhu Das.

Odia book on Natural Farming released by NCNF, Odisha

Bhubaneswar (KCN):The seminar on "Role of Emerging Agricultural Professionals on Promotion of Natural Farming in Odisha" has been organized in Institute of Agricultural Sciences, SOA University, Bhubaneswar. Mr. Ekadashi Nandi highlighted the 'need of natural farming and the scientific perspective behind it. Mr. Dolagobind Panda discussed about the need for a multi-stakeholder coalition to create momentum on natural farming in the state. In this Seminar, the Dean, Institute of Agricultural Sciences,



SOA University, Dr. Santosh Kumar Rout highlighted the need for this programme. Students, researchers and lecturers of the university have participated in this seminar. Youths are being sensitized on the need of natural farming in this type of University level programmes, Mr.

Panda added. An Odia book named "Prakrutika Krushi" Written by Mr. Nandi and published by NCNF Odisha was released. In this book, Mr. Nandi has discussed the history of natural farming in India, principles of natural farming, natural farming and climate, conservation

of indigenous seeds, crop protection methods, irrigation and conservation of water, documentation and certification procedures and others. NCNF Odisha, Coalition for Change in Odisha and SOA University, Bhubaneswar jointly organized this seminar.

District Level World Mental Health Day observed in Subarnapur

SUBARNAPUR,(KCN): On behalf of Subarnapur District Health Samiti and DLSA (District Legal Service Authority) World Mental Day has been celebrated under the chairmanship of Additional District Magistrate Alina Padhan, Chief District Medical & Public Health Officer Bishwaranjan Pati, District Legal Service Authority Secretary Kumudini Muduli, District Supdt. Of Head Quarter Hospital Dr. Durgadatta Das, Additional Public Health Officer (FW) Dr. Daitya Narayan Padhi, Additional Public Health Officer (DC) Dr. Mr. Ramesh Chandra Swain, District Coordinator Biswambar Behera was the chief guest of honor. The guests thoroughly



explained about World Mental Day and created awareness about mental illness. Self-confidence, patience and tolerance are the keys to the solution. Various benefits of legal services that can contribute to building a healthy society were discussed. The work was conducted under the

direct supervision of Additional Public Health Communication Officer Brundaban Sahu. In the meeting Health Visitor Pramod Kumar Sahu, DMHP Supervisor Anuparanjan Das, RARE Representative Manoj Kumar Swain, C P Tikaram Patel and PSW Siba karmi contributed. First a rally toured the city

and the guest band awarded 10 meritorious students. The meeting was attended by DLSA Sonepur staff, RARE staff, ANM Training Center students, Asha, Health Officer and Journalist Major attended. Finally, Co-Manager Non Communicable Disease Geetanjali Meher gave vote of thanks.

Mumbai to Host 1st IDCA T-10 Women's Deaf Premier league from January 8

Bhubaneswar(KCN):-Indian Deaf Cricket Association (IDCA) 1st T-10 Women's Deaf Premier league will kick-start from January 8, 2024, in Mumbai, Maharashtra. A total of 6 teams will take part in this four-day-long premier league. The matches will be played on different grounds across Mumbai. The champions will receive a prize of Rs 1,00,000, while the



runner-up will get Rs 50,000. The best individual sportsmen in categories such as batting, bowling, fielding, super sixes, and others will each receive a sum of Rs 5,000. The women's of the match will be awarded Rs 2,100. The closing ceremony will be held on January 11, during which the winning team and players will be felicitated for their exceptional performance.



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Akshay Kumar's 'Mission Raniganj' Beats Bhumi Pednekar's 'Thank You For Coming,' Check Box Office Collections



Bhumi Pednekar and Shehnaaz Gill's 'Thank You For Coming' and Akshay Kumar's 'Mission Raniganj' finally hit theatres on October 6. The films have garnered mixed reviews from audiences and critics and are competing against each other at the box office.

For TYFC, it was a slow start with Rs 1.06 crores at the ticket window on Day 1. The film showed a steady growth on its second day by minting Rs 1.56 crores and now stands on a total

collection of Rs 2.62 Cr. Akshay Kumar and Parineeti Chopra starrer 'Mission Raniganj' on the other hand minted a good amount of growth on Saturday and earned Rs. 4.7 crores. According to Sacnilk, the film has earned a total of Rs 7.50 crore at the box office in two days.

'Thank You For Coming' revolves around five friends and their tryst with the concept of female sexual pleasure. Besides Bhumi, the film also stars Shehnaaz Gill, Kusha Kapila, Dolly

Singh and Shibani Bedi. Actors Anil Kapoor and Karan Kundrra have a special appearance in the film. Talking about the film Mission Raniganj: The Great Bharat Rescue, it narrates the tale of the unsung hero Jaswant Singh Gill and is based on an important chapter of the nation. While the film is highly content-oriented and caters to a large chunk of the audiences who come from metropolises, especially the multiplex audiences, the film is poised to experience massive growth on the coming Saturday and Sunday, and the content-emphasizing audiences will surely flock to the theaters in large numbers with their families.

Adivi Sesh's Throwback Look Takes Over The Internet, Actor To 'Bring It Back' In Upcoming Project

Adivi Sesh, known for his versatile roles and captivating performances, recently set Twitter abuzz with an exciting tweet that has left fans speculating about his next move. The actor responded to a fan's post, which featured a throwback picture from his hit debut movie 'Karma'.

The photo showcased a youthful and hip avatar, capturing the essence of a bygone era. With his enigmatic response, "That was a hard hip hop era, time to bring it back," Adivi Sesh has ignited curiosity and speculation among his followers.

Fans of the actor fondly remember 'Karma'. A film that not only marked Adivi Sesh's entry into the industry but also left



an enduring impact on audiences with the songs. Flooding the comments section with admiration for the look and sweet messages like, "bring it on", everybody is pretty hyped about the comeback of this iconic look.

While the actor hasn't provided explicit details,

the tweet seems to hint at something exciting. As we eagerly away Sesh's upcoming movie "G2", " and the revival of the iconic style that has left us all talking, there's no doubt that Adivi Sesh is poised to deliver yet another unforgettable cinematic experience.

Rajshri Deshpande Unveils Teaser Of Her Dark Social Thriller 'Privacy'

The first teaser of writer/director Sudeep Kanwal's 'Privacy' was just released. Rajshri Deshpande can be seen playing a voyeur in this dark social thriller, set in the slums of Mumbai. The teaser of the film looks compelling and promises an intriguing watch. It gives a chilling insight into how surveillance cameras capture more than just public spaces.

'Privacy' is a hard-hitting thriller that revolves around a distressed surveillance center operator based in Mumbai, who begins investigating unusual events that take place on her watch. The film is set to have its World Premiere at the 27th edition of the Bucheon International Film Festival (BiFan), Asia's



largest genre cinema event. Filmmaker Sudeep Kanwal shared his treatment of the screenplay. He said, "Rather than making a techno noir, I wanted to keep the look and feel of 'Privacy' realistic. I wanted to focus on the character rather than the technology. From the control room design,

makeup, to costumes, we decided to keep everything very grounded. We shot at real locations as much as possible. The actors spent time with real people who shared similar lifestyles & professions as their characters."

Rajshri Deshpande added, "Playing Roopali

'Kantara' Star Rishab Shetty, Wife Pragathi Shetty Twin In Black, Drop Couple Goals



Apart from delivering a global blockbuster with Kantara, Rishab Shetty has always been a true family man who has devoted his quality time to his family even after having a busy schedule. Be it any event or festival, the Kantara star never leaves a chance to cherish and enjoy his time with his family. Presenting yet another example of the same, Rishab along with his

wife Pragathi Shetty has shared an adorable picture while giving us a major couple goals.

Pragathi Shetty took to her social media and shared an absolutely ravishing picture with her husband Rishab Shetty in which they wore matching outfits with a combination of black and Golden color. While they exude sheer love in the picture, Pragathi Shetty further

jotted down the caption- Apart from this, on the work front, Rishab is currently working on the next part of his global blockbuster Kantara which is going to be a prequel. Moreover, the makers are currently working on the story and it's indeed hard for us to wait to watch how this fresh storyteller will treat us with yet another captivating and interesting storyline.

After Salman Khan And Sunny Deol, Kiara Advani Gives a Shoutout To Rajveer Deol And Paloma's 'Dono' Title Track

Rajshri & Jio Studios produced and Avnish Barjatya directed Dono has been winning hearts all over the internet. Not just the teaser, but also the film's title track that recently released got well received at all fronts. The fans kept appreciating how wonderful the song is, but even Bollywood personalities gave a thumbs up to the song. After Salman Khan and Sunny Deol, Kiara Advani took to social media cheering for the song. She gave a shoutout to her good friend Paloma for her debut film, wishing her and the team all the luck and love! Yesterday, Dono locked it's theatrical release date. Taran Adarsh exclusively broke the



news on his social media platforms that Dono will hit cinema screens across the country on 5th October.

Rajshri Productions is in its 76th year of establishment and Dono is Rajshri's celebration film! The oldest production house in the country, forwards its legacy as the family's fourth generation takes the baton for a long run. Rajshri has been a production house of

debutants, launching fresh talent in all streams of film with pride. For its 59th Film Production, titled Dono, Rajshri is in association with Jio Studios. Directed By - Avnish S. Barjatya and produced by Kamal Kumar Barjatya, Late Rajkumar Barjatya, and Ajit Kumar Barjatya. Creative Production is led by Sooraj R. Barjatya. Dono will be in a theatre near you on 5th October.

Grammys Reduce Nominees From 10 to 8 In Top 4 Award Categories

Grammys has announced to reduce the number of nominees in four of its award categories - Album, Song, Record of the Year, and Best New Artist - from 10 to 8, Variety reported on Friday. An announcement in this regard was made after the Recording Academy updated its rules and guidelines following its semiannual board of trustees meeting.

The number of nominees for those categories was increased from eight to ten in November 2021, just before the nominees for 2022 were announced -- a surprising and perplexing turn of events, given that such changes usually occur after the annual board meetings, Variety reported. While three new award categories were announced earlier this week, the reduction in the number of nominees in four award categories was announced on Friday. An Artificial Intelligence (AI)-related rule was also introduced, effectively stating that only human creators are eligible for awards; however, as with all things AI, the vast possibilities that the technology makes possible in this still-developing area necessitate an extensive series of caveats, Variety further reported. While Recording Academy CEO Harvey Mason Jr. stated at the time that the change was "an incredible opportunity for us to honour more artists and shine a light on more great music, and potentially offer a greater chance for more genres of music to be honoured", some speculated that it was done to ensure Taylor Swift received a best new album nomination for her album 'Evermore' and thus increase the chance that she would appear on the show and boost its rating, as reported by Variety.

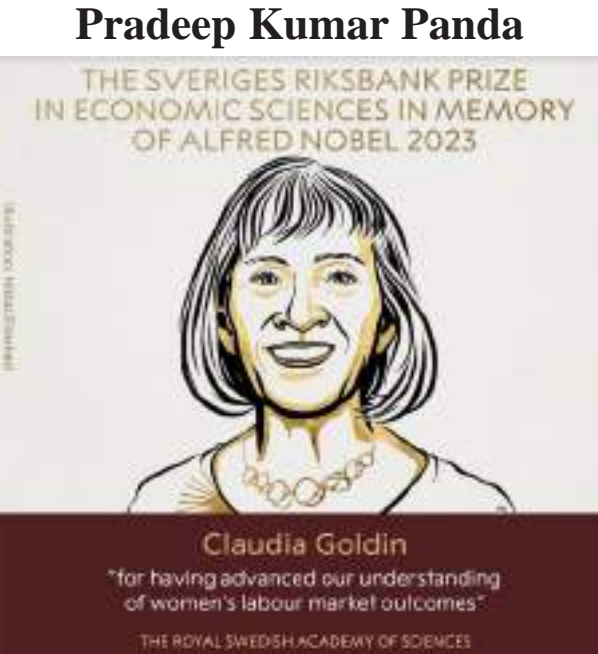
Economics Nobel for Women-Labour Market Research



The 2023 SverigesRiksbank Prize in Economic Sciences in Memory of Alfred Nobel is awarded to Prof. Claudia Goldin “for having advanced our understanding of women’s labour market outcomes.” She uncovered key drivers of gender differences in the labour market. She provided the first comprehensive account of women’s earnings and labour market participation through the centuries. Her research reveals the causes of change, as well as the main sources of the remaining gender gap. Prof. Claudia Goldin is an American Economist and Professor of Harvard University. She is third woman to get Economics Nobel Prize after Prof. Esther Duflo (2019) and Prof. Olliver Ostrom (2009). Women are vastly underrepresented in the global labour market and, when they work, they earn less than men. Claudia Goldin has crawled the archives and collected over 200 years of data from the US,

allowing her to demonstrate how and why gender differences in earnings and employment rates have changed over time. Goldin showed that female participation in the labour market did not have an upward trend over this entire period, but instead forms a U-shaped curve. The participation of married women decreased with the transition from an agrarian to an industrial society in the early nineteenth century, but then started to increase with the growth of the service sector in the early twentieth century. Goldin explained this pattern as the result of structural change and evolving social norms regarding women’s responsibilities for home and family. During the twentieth century, women’s education levels continuously increased, and in most high-income countries they are now substantially higher than for men. Goldin demonstrated that access to the contraceptive pill played an important role in accelerating this revolutionary change by offering new opportunities for career planning. Despite modernisation, economic growth and rising proportions of employed women in the twentieth century, for a long period of time the earnings gap between

women and men hardly closed. According to Goldin, part of the explanation is that educational decisions, which impact a lifetime of career opportunities, are made at a relatively young age. If the expectations of young women are formed by the experiences of previous generations – for instance, their mothers, who did not go back to work until the children had grown up – then development will be slow. Historically, much of the gender gap in earnings could be explained by differences in education and occupational choices. However, Goldin has shown that the bulk of this earnings difference is now between and women in the same occupation, and that it largely arises with the birth of the first child. History helps us understand gender differences in the labour market Over the past century, the proportion of women in paid work has tripled in many high-income countries. This is one of the biggest societal and economic changes in the labour market in modern times, but significant gender differences remain. It was first in the 1980s that a researcher adopted a comprehensive approach to explaining the source of these differences. Claudia Goldin’s research has given us



new and often surprising insights into women’s historical and contemporary roles in the labour market. Globally, around half of all women are in paid employment, while the equivalent figure for men is eighty per cent. When women work, they usually earn less. Understanding how and why levels of employment and earnings differ between women and men is important for socioeconomic reasons, in both the short and long run, because the issue relates to the most efficient use of society’s resources. If women do not have the same opportunity to participate in the labour market, or they participate on unequal terms, labour and expertise are wasted. It is economically inefficient for jobs not to go to the most qualified person

and, if pay differs for performing the same work, women may be disincentivised to work and have a career. By combining innovative methods in economic history with an economic approach, Goldin has demonstrated that several different factors have historically influenced – and still influence – the supply of and demand for female labour. These include women’s opportunities for combining paid work and a family, decisions relating to education and childrearing, technical innovations, laws and norms, and the structural transformation of the economy. In turn, her results have enabled a better understanding of how and why rates of employment and pay differ between women and men. To achieve these insights, Goldin looked back over two hundred years.

The labour market consists of different generations, cohorts, who faced different circumstances when making their life choices. Goldin developed a cohort-based approach to the analysis of what happens when a cohort enters the labour market. In the early twentieth century, for example, most women were only expected to work for a few years prior to marriage and then to exit the labour market upon marriage, which influenced their educational choices. Goldin showed that in periods of rapid development, women may make decisions based on expectations that later do not come to fruition. Goldin began by compiling statistics from a range of sources, producing the first long series on the pay gap between men and women. Using materials that covered two hundred years, she was able to demonstrate that many historically important structural changes in the labour market actually benefitted women, long before the issue of equality was a priority. Goldin showed that in association with the introduction of modern pay systems, employers tended to benefit employees with long and uninterrupted careers. Expectations thus played a role not just for

potential female employees but also their potential employers. By trawling through the archives and compiling and correcting historical data, Goldin has been able to present new and often surprising facts. She has also given us a deeper understanding of the factors that affect women’s opportunities in the labour market and how much their work has been in demand. The fact that women’s choices have often been, and remain, limited by marriage and responsibility for the home and family is at the heart of her analyses and explanatory models. Goldin’s research shows that the differences between women and men in the labour market are determined by diverse factors during the various periods of societal development. Policymakers who want to affect these differences must first understand why they exist. Investments in information and education, or legislation that removes institutional barriers, may have a significant effect for ascertain time, particularly if women’s career expectations and educational levels lag behind those of men. However, the same investments probably have a limited effect in societies where women already have high levels of employment and are

perhaps more highly educated than men. The opportunity to plan and finance a return to the labour force after having children, or to work more flexibly, may be of greater importance. Goldin’s studies have also taught us that change takes time, because choices that affect entire careers are based on expectations that may later prove to be false. US history and similar developments in many other high-income countries show that change can be hidden for decades in the aggregated statistics, because a new behaviour does not initially have a significant overall impact. Major changes in the labour force can only occur over relatively short periods of time when groups that adopted the new behaviour in the labour market start to reach middle age and affect the career choices of younger women. Her insights reach far outside the borders of the US and that similar patterns have been observed in many other countries. Her research brings us a better understanding of the labour markets of yesterday, today and tomorrow.

Economist,
Bhubaneswar

A DECADE OF THE NATIONAL FOOD SECURITY ACT, 2013



STATUS OF HUNGER
The enactment of National Food Security Act (NFSA) 2013 marks a decade in the year 2023. NFSA has transformed food security in India, by translating the right to food into a legal entitlement. The Act aims to provide food and nutritional security through a human life cycle approach by ensuring access to adequate quantities of quality food at affordable prices, to enable people to live with dignity. Despite a decade of food security being a legal right and the availability for distribution of surplus quantities of food grains, at least 189 million (19 crore) – 14% of India’s population- is suffering from serious hunger. Moreover, in the Global Hunger Index released on October 14, 2022, has placed India in the ‘serious’ category for

the 22nd consecutive year, ranking India 107th out of the 121 countries. The fundamental and principled question which remains unanswered is: after a decade of NFSA why do so many people in the country-face persistent hunger and vulnerability for generations? In addition to vulnerability, the statistics of India’s hunger are particularly concerning when it comes to children and women. Particularly with respect to five of six targets for maternal, infant and young children nutrition, which address stunting, wasting, anaemia, low birth weight and childhood obesity, as per the last Global Nutrition Report, 2021. What is surprising, is after the the Family Health Survey, 2015-16 (NFHS-4) and NFHS-5, 2019-21, the incidence of anaemia has increased by 3.9 percentage points among all women in the reproductive age, by 5 percentage points among adolescent girls and by 1.8 percentage points among pregnant

women. Amongst children, the increase is the highest—at 8.5 percentage points. The current overall figure is closer to that in 2005-06, when the prevalence of anaemia was 70%. Even though there has been recorded progress, but it is much slower than expected. In spite, of the range of interventions and initiatives which has been rolled by the Government of India such as National Nutrition Mission, or POSHAN Abhiyaan, the onset of pandemic impeded the progress in curbing malnutrition in India. NFSA, 2013 – Burden or Entitlement A shift from a ‘welfare to rights-based approach’ to food security was witnessed after the enactment of NFSA, 2013. NFSA laid down a legal framework for claiming benefits under existing schemes and programmes like Integrated Child Development Services (ICDS), the Targeted Public Distribution System (TPDS), Mid-Day Meal Scheme (MDMS) and maternity cash entitlement.

Jitamanyu Sahoo
The Act not only established a monitoring mechanism and a grievance redressal mechanism but gave a range of services as a justiciable legal entitlements. From take home rations for children under 6 years of age, pregnant and lactating mothers, hot cooked mid-day meals for school-going children, cooked meals, 5 kilograms of food grains at highly subsidised prices for 50% of urban and 75% of rural population and cash benefits for pregnant and lactating women were the rights envisaged under the Act. The other adequate enlistments of the Act are the internal grievance redressal mechanism which has mandated the implementing departments to have helplines, call centres and complaint boxes. Thereafter, independent mechanisms include the designation or the appointment of District Grievance Redressal Officers (DGROs) and State Food Commissions (SFCs) at the state level for effective and timely implementation of the

Act. Despite a comprehensive law which extends food security to all, the persistence high levels of hunger and malnutrition in India speaks volumes. There have been certain inadequacies in the NFSA which is inherent and affected the implementation uniformly. NFSA could have included firstly diversified food basket as suggested in the National Nutritional Policy, 1993 and secondly the inclusion of the legal entitlements accumulated through a number of interim orders and continuous mandamus by the Supreme Court of India in PUCL Vs Union of India. On one hand the NFSA offered a range of legal entitlements limited to the adequate distribution of food and on the other hand leaving aside the production issues which has direct semblance to agriculture and farmer’s welfare to progressive realisation of such rights. Also, in terms of implementation of NFSA benefits there has been overlapping of entitlements which were already been extended

by the state governments, in some cases leading to detrimental effect- for instance the withdrawal of the Anna Bhagya Scheme in Karnataka— which demonstrates either the inability or demotivation of state governments to protect pre-NFSA benefits. The coverage under NFSA is up to 75% of India’s rural population and 50% of its urban population. Though commendable given a country like India, the counter intuitive argument which comes is when questions are raised about the manner of estimating beneficiaries. This estimation has been based on 2011 Census figures rather than updated population projections. The State governments have had to adopt and adapt varying formula to determine the criteria for identifying beneficiaries based on prescribed numbers, rather than based on predetermined criteria. Some state governments have done multiple revisions to their beneficiaries’ criteria to arrive at the numbers prescribed by the central government. These

different methodologies adopted for identification and providing benefits to the beneficiaries under the NFSA has led to marred implementation. Another area of concern, is the state governments have grappled with the implementation of the provision of NFSA and TPDS Control Orders issued under the Essential Commodities Act 1955. The confusion over provisions relating to ration cards, fair price shops and monitoring & grievance redressal for TPDS—led to delays in the framing of NFSA State Rules. Till date comprehensive rules under NFSA has not yet been framed in States including Karnataka, Tamil Nadu and Rajasthan, leading to incongruous implementation. Optimising implementation of NFSA The substantial coverage under NFSA offers a range of opportunities to both the Central government and State governments to address widespread hunger and malnutrition. More than 92 crore individuals are supported by NFSA by providing food and nutrition, including 9.06

crore children below 6 years of age, and pregnant and lactating mothers; about 11.8 crore school-going children, and about 82 crore people who should have access to TPDS. Firstly, the state governments could optimise NFSA provisions through proactive measures, especially by framing effective State Rules and allocating adequate budgets for its implementation. Secondly, there needs to be inclusion of locally grown foods in the service delivery systems, which will ensure food and nutritional security of the right holders. Thirdly, since cash entitlements reach to crores of women under Section Sections 31 (1) and 31(2) of the NFSA and in order to ensure the right to food and nutrition can be realised by everyone comprehensive rules, combined with enhanced budgetary allocations needs to be optimised immediately for providing food security in India.

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advocate practicing
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Jute Commissioner Warns about not Buying & Selling of Jute Below the Jute MSP



Kolkata, (KCN): In a recent notification (Dated, October 5, 2023) The Jute Commissioner, Shri Moloy Chandan Chakraborty fixed Minimum Support Price (MSP) of jute in all forms to be enforced until October 31, 2023 or further orders. Hence, no buyer or seller are

entitled to buy or sell other than these rates specified till October 31, 2-23. In violation of this notification, the Jute Commissioner's office noticed that some people are buying jute below the MSP rate which is Rs 5500 for baled jute ex-Kolkata (TD3/W3 equivalent to erstwhile

TD5/W5). The Government of India declared TD3 (Middle Grade) basis MSP rate as Rs 5050 per quintal for the Crop Year 2023-24. Shri Chakraborty today stated in a Press conference in the city, that that Jute Corporation of India (JCI) and National Jute Board

(NJB) aim to provide fair price to the jute farmers and hence, everybody involved in the jute industry should mandatorily abide by the rule of buying and selling of different grades of jute according to MSP fixed by JCI.

The raw jute in loose volume is being priced Rs 200 less than the baled jute. The grade differential of other grades will be priced the same as MSP.

The Jute Commissioner today also stated that JCI has not limited itself to

its primary mandate of conducting MSP operations alone but has always been finding newer ways of supporting the jute industry, especially the farmers so that they may get fair prices.

JCI carries out wide publicity of raw jute MSP rates for mass awareness of the jute farmers of the country in various ways like intimation to the concerned administrative bodies of all jute growing States, loudspeaker announcement and leaflet distribution in and around jute growing villages of JCI's purchase centres, displaying the rate chart in prominent location adjacent to the purchase centres, press notifications and press conferences also. Besides, JCI also intends to modernise the jute supply chain through introduction of Blockchain Technology and providing an e-auction platform of raw jute market buyers and sellers.

Soundarya Educational Trust hosted cultural exchange programme with Swedish Nordic Jazz Band



Bengaluru (KCN): Soundarya Central School, One of the leading schools in North Bangalore, a part of Soundarya Educational trust hosted a cultural exchange programme on 9th October 2023 SCS. Students were fortunate to witness the exhilarating performance of Swedish Nordic Jazz band along with the presence of Sri V Sreenivas Murthy (Sirigandha Sreenivas Murthy) a documentary filmmaker and Visual Anthropologist from Karnataka. The eminent guests were honoured by SCS Managing Director Mrs Sunitha P Manjappa, CEO Mr Keerthan

Kumar, Managing Trustee Mr Varun Kumar and Principal Mrs Renuka Devi. Terese Lien Evenstad together with pianist Fabian Kallerdahl, bassist Arvid Jullander, drummer Johan Birgenius, and clarinetist Alexander Ivarsson, mesmerised the students with expressive violin jazz as a signature and her band delivered powerful and sensitive Nordic jazz, with great energy and dynamics. The band appreciated the talents of students who got an opportunity to play drums in their presence. The keyboard performance by a student had received innumerable

appreciation. The guests were welcomed with a bharatnatyam performance which caught the attention of the gathering and the Swedish Band. Soundarya Central School, has excelled in imparting quality education and has been inviting delegates from different parts of the world such as The Netherlands, Bhutan etc. The event has become a testimonial for interlinking different cultures and uplifting the beauty of music and talents. The event concluded with the productive interaction of students with the Swedish Nordic Jazz Band.

"Not Here To Deal With Micromanagement Of Issues": Chief Justice



New Delhi (KCN): There may be a thousand issues meriting attention but everything cannot be entertained to make the Supreme Court dysfunctional, Chief Justice of India D.Y. Chandrachud said on Tuesday while declining to hear an interim plea on the deaths of captive elephants in Kerala. "These are local issues which may be dealt with by the high courts. If they make an egregious error then we are here to correct those errors. But you know ... how can we run the country," a bench comprising Chief Justice Chandrachud, Justice JB Pardiwala, and Justice Manoj Misra said. "What is the role of the

Supreme Court in the nation ... we are not to deal with these, you know, micromanagement of issues which arise all over the country. If the high court commits an egregious error we are here and will correct the error," it said. Senior advocate CU Singh, appearing for an intervenor, at the outset raised the issue of deaths of captive elephants in Kerala, violation of rules and sought an urgent hearing. "More than 135 captive elephants in Kerala died due to neglect, and overwork between February 2019 to November 2022," he said. The bench asked Mr Singh to approach the high court with the grievance, saying the

judges there are aware of the local conditions and the ramifications. The Chief Justice was irked over the "proliferation" of interim applications in pending cases and stressed the need to understand the role of the Supreme Court. On being insisted that the matter be heard in the Supreme Court itself, the bench said, "Now we cannot entertain everything here to make the Supreme Court dysfunctional." "We are of the view that it will not be possible to entertain such IAs (interim applications). The intervenor may be heard on substantive issues when the writ petition is listed," the bench said and listed the main case for hearing in December.

New Delhi, (KCN): Indian Navy has teamed up with the Maruti Suzuki India, to spread awareness among the young people in the northeast about career opportunities through the 'Khamree Mo Sikkim' outreach program. The adventure started on 24th September, a 6,500 km journey that kicked off from the Indian Navy base in Lonavala. A team of 45 Navy officials is embarking on this journey in five vehicles, including three rugged Maruti Suzuki Jimny off-road vehicles and two flagship Grand Vitara ALL GRIP SUVs. They will be on the road for the next few weeks, covering a wide range of destinations, from Mhow to Hyderabad, with stops in Lucknow, Varanasi, Gangtok, Bhubaneswar and more. Commodore Mohit Goel, Commanding Officer of INS Shivaji, highlighted the collaborative effort to contribute to Northeast India's progress and well-being. A welcome program is organised in Bhubaneswar by Game change and Tushi Motors and where officials of Indian navy, Preeti Pallavi Patnaik (MD, Tushi Motors),



Anshuman Patnaik (Director Tushi Motors), Tamanna Dehury (Game start), Jeet Singh (MD, Amrita builders), Ramesh Mahapatra, (secretary, Kalinga motor sports club) were present. The primary goal is to enlighten and inspire the youth about the numerous opportunities within the Navy while building stronger connections within local communities. This expedition unfolds in three parts, each with a unique focus. The first stretch goes from INS Shivaji to Bagdogra, the second covers Sikkim extensively, and the third stretches from Gangtok, Sikkim, to INS Shivaji, focusing on empowering youth in rural areas along the eastern coastal region. Throughout the journey, the participants

will engage closely with local communities, delivering motivational lectures and guidance on defence entrance exams at educational institutions. The rally also promises to immerse itself in history and culture, with visits to significant monuments along the route. This blend of adventure and cultural enrichment promises to make this journey unforgettable. This collaboration with the Indian Navy in the 'Khamree Mo Sikkim' outreach program aims to open up exciting career prospects for North-eastern youth while fostering progress in the region and building stronger community connections. And, this epic expedition promises a unique blend of adventure, education, and cultural exploration

along its 6,500 km journey. Maruti Cars elite dealer in Bhubaneswar Tushi Motors along with sporting and expedition company Game Start are hosting the rally at Bhubaneswar to show their support and solidarity to the good cause of this naval initiative. Tushi Motors Private Limited is a leading dealer of Maruti Suzuki India Private Limited. Operating under the prestigious ARENA and NEXA banners, has a prominent presence in Cuttack, Bhubaneswar, Panikoli and Athagada & Balikuda providing a wide range of Maruti Suzuki cars, making it a one-stop-shop for all automobile needs. With a team of dedicated and knowledgeable professionals, Tushi Motors offers top-notch

service to its customers. The dealership recently hosted an unprecedented women-exclusive off-roading experience featuring the all-new Maruti Suzuki JIMNY. This ground breaking event took place on September 3, 2023. The event, aptly titled "Woman Exclusive with New Maruti Suzuki JIMNY," marked a remarkable convergence of rugged adventure, off-road prowess, and a strategic move to explore new horizons in the market. Tushi Motors, renowned for its commitment to customer satisfaction and its comprehensive range of Maruti Suzuki cars, took a bold step in providing women with a unique and thrilling opportunity to conquer the untamed terrain. Game start is sports expeditions & wellness Adventures is a dynamic travel company dedicated to creating unforgettable journeys for sports enthusiasts, adventure seekers and wellness aficionados. With a passion for combining the thrill of sports, the excitement of expeditions, and the serenity of wellness experiences, we curate unique and immersive trips that cater to diverse interests.

KIMS introduces "Cadaveric Oath" for First-Year MBBS Students

Bhubaneswar (KCN): In a move aimed at elevating the ethical standards of medical education, the Department of Human Anatomy of Kalinga Institute of Medical Sciences (KIMS), Bhubaneswar, held a unique ceremony today where first-year MBBS students took the "Cadaveric Oath."

The ceremony aimed to instil in students a profound sense of respect, responsibility, and ethical commitment as they begin their medical careers. Principal Prof. Ambika Prasad Mohanty shared his personal experience of Cadaveric dissection at SCBMCH during his undergraduate days. The "Cadaveric Oath" is not merely a ritual but a meaningful commitment made by the aspiring doctors to their "first teacher"—the cadaver. The oath serves as a vivid reminder of the human aspects that often

get eclipsed by the scientific rigor of the field. It underscores the critical importance of respecting patient dignity, maintaining confidentiality and serving society, values that form the bedrock of medical ethics. The ceremony also highlighted the noble act of body donation, often described as 'Living After Death,' educating students about the invaluable contributions made by individuals and



their families who opt for body donation. "Their incredible sacrifice not only enhances the quality

of medical education but plays a pivotal role in advancing medical science," remarked Prof.

Smruti Rekha Mohanty, who is the Head of the Department of Anatomy at KIMS.

The oath culminated in a collective promise by the students to use their acquired knowledge for the betterment of society. "It's a powerful reminder that their future practice should not only be about curing diseases but also about nurturing the doctor-patient relationship," said Prof. Prajna Paramita Samanta, who is a Senior Professor in the Department. "Today's Cadaveric

Oath ceremony is a momentous event that marks a new chapter in medical education at KIMS, setting an example for others. As the medical landscape evolves, this ceremony proves that some things, like respect and ethics, remain timeless in their importance," commented Prof. Bijaya Kumar Dutta, who is the senior Professor in the Anatomy Department of KIMS.

Toll Par Calm Drive Congress Demands Caste Survey

New Delhi(KCN): To curb altercation incidents and strengthen security at National Highway Toll Plazas, NHAI has issued Standard Operating Procedures (SoP) to safeguard interests of both the commuters and toll operators. The detailed Standard Operating Procedure include guidelines for NHAI field offices to ensure strict implementation and adherence by toll collecting agencies to manage staff and road users.

In addition to this, 'Toll par Calm' a special drive has been initiated by NHAI at Toll Plazas. Under this initiative, NHAI has collaborated with professional Psychologists for anger management and customer delight training to Toll Plaza staff. The first training session was conducted



at Murthal Toll plaza in Haryana, and more trainings will be conducted on other toll plazas across the country.

As per the SoP, NHAI field offices will make sure that the toll collecting agency performs their duties as per the guidelines. The toll collecting agency will ensure that staff at toll plaza wear the prescribed NHAI uniform with a name badge. Any anticipated incidence of violence should only be handled by Toll Plaza Manager/ lane supervisors, who will wear body

cameras to record instances of violence at the toll plazas. In case of unruly behavior by a road user, the lane supervisor shall intervene and try to resolve the issue peacefully. Under no circumstances, toll plaza staff shall use provocative language or resort to violence. Toll Plaza officials may take help from local police and lodge a FIR in case the issue persists or escalates. Videography can be done by the staff as proof to report such incidents to the police. Any incidence which

involves physical violence by the road user or damage to public property at the toll plaza should immediately be reported by toll collecting agency to the police and concerned NHAI Project Implementation Unit with all necessary documents/ proof. NHAI field offices shall ensure that toll collecting agency possess police verification of each and every staff deployed at the toll plaza. In addition, toll collecting agency must direct the toll plaza staff to be

courteous with road users.

The toll collection agency should also give monthly statement of incidents/ FIRs to the concerned NHAI Project Implementation Unit, so that in case of inaction by the authorities, NHAI field officials can report the same to the District Collector and request action. Consolidated reports may be taken up by NHAI Regional Office at state level meetings.

Toll plazas witness altercations between road users and toll plaza staff over toll issues. Heated arguments in some cases turns into physical violence. The issuance of Standard Operating procedure will help to minimize such instances and will help both highway users and toll plaza officials in smooth conduct of the day-to-day operations.

Bhubaneswar(KCN):

The Odisha Pradesh Congress Committee (OPCC) on Monday demanded a full-fledged caste-based survey in the state so as to know the present socio-economic status of different caste groups.

Speaking to reporters here, OPCC President Sarat Pattanayak said when the Bihar government has completed the caste survey process and Rajasthan Chief Minister Ashok Gehlot on Saturday last ordered for the similar exercise, Odisha's ruling BJD must not dither to act on the demand.

"We have been demanding for a long time a caste-based survey in Odisha so as to get a complete socio-economic picture of our population. However, the State Government is just dilly-dallying over the issue," he said.

"If the BJD shows no interest to conduct the caste-based survey, we will do it after coming to power in the state in 2024," Shri Pattanayak claimed.



The OPCC demanded the Government convening a one-day special session of Odisha Legislative Assembly to pass a resolution for conducting caste-based survey.

"The Government must immediately convene a special session of the Odisha Legislative Assembly and pass a unanimous resolution for caste-based survey as it was done in Bihar. The Bihar government published the caste census report Gandhi Jayanti," said the Congress leader.

The survey will not only consider one's caste but also one's economic status. This will help the Government make plans and policies for the development of all caste groups, he pointed out. In fact, the Bihar Government's recent caste

survey report reveals that Other Backward Classes (OBCs) and Extremely Backward Classes (EBCs) constitute more than 63 per cent of the population of Bihar.

"While in Bihar, they now have a clear picture of various caste groups, in Odisha we don't have any. Only one half-hearted survey was recently conducted by Odisha OBC

Commission and its report says the state has only 43 per cent OBC people. This report is highly erroneous as no door-to-door survey was conducted. The OBC people were asked to visit panchayat offices and submit their caste records. No survey is conducted in such a fashion," he alleged.

A Joint Grivence Hearing Camp of Collector and Supdt. of Police Was Held in Dunguripali Block



SUBARNAPUR(KCN): Subarnapur district level joint grievance hearing has been held at Dunguripali Panchayat Samiti office Rajeev Gandhi Sevakendra Conference hall. Collector Mr. Bimalendu Ray and Supdt. Of Police Mr. Amaresh Panda join the joint grivence camp. Received 77

complaints of various objections and problems from the public, of which 64 individual complaints, 13 collective complaints were received and 23 complaints were resolved immediately in the camp, while all other complaints were sent to various departments for resolution within the

specified time. has been sent for immediate settlement. In the joint grievance hearing camp held under the supervision of Dunguripali Block Development Officer Mr. Rohit Bhoi, District Development Officer and Executive Officer Zilla Parishad Subarnapur Mr. Ashwini

Meher, Additional District Health Officer Daitya Narayan Padhi, District Supply Officer Suresh Panigrahi, Dist. Education Officer Laxman Bhoi, District Social Security Officer Gobinda Ballabha Sarangi, Deputy Director of Labour Dileswar Khaka, District Panchayat Officer Arjun Majhi, Sub - Collector Office Deputy Collector Khadal Patra, District Fisheries Officer Prasanna Patnaik, District Information and Public Relations Officer Ashwini Kumar Bhoi, T.P. WODL Executive Engineer Ashok Kumar Mishra and other district level officials, Tehsildar Rampur Mr. Purusottam Mirdha, block level staff, officers of various line departments were major contributors.

Union Minister of State for Home Affairs, Youth Affairs & Sports Inaugurates Yuva Utsav at Cochbehar



Kolkata,(KCN):The Home Affairs, Youth Affairs & Sports, Shri Nisith Pramanik today, Shri Rajib Majumdar, State Director, NYK, West Bengal & A&N Island, Smt Sushree Sangita Mohapatra, District Youth Officer, NYK, Coochbehar, Shri Indranil Ghosh, Scientist, Krishi

Vigyan Kendra and Meri Maati Mera Desh where maati (soil) collection was done at block level. The NYK organised a colourful programme on Mera Mati Mera Desh at Cochbehar also. The Union Minister Shri Pramanik attended that one also.

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"Puri illuminates with millet magic as Odisha Millets Mission creates buzz with an entertaining event!!"

Puri (KCN): The "Know about Odisha's Millet" event was held at the Reliance Smart Bazar in Puri district from October 7 to 8. An interactive event with a mix of cultural entertainment and highly knowledgeable discussions, the Odisha Millets Mission aims to reach the local citizens with their message to inculcate millets into their regular dietary habits. The event was inaugurated by the district's chief agriculture officer, primarily aiming to raise awareness about millets among the community. The event commenced with the hosts



introducing the Odisha Millet Mission and explaining its purpose to the audience. Following a series of local performances that captivated the crowd, a

humorous comedy skit shed light on the prevalence of unhealthy eating habits in a relatable manner. Guru Durga Prasad Das dance group, with their

sparkling performance, left the venue with vibrancy and energy. Renowned TV and film comedians Sujit Kumar Jena and Dolly brought laughter to the venue, while renowned singers

Mandip and Itiprava's melodious voices created an unforgettable evening of entertainment. With captivating Odia and Hindi melodies, the event generated a vibrant atmosphere that kept the audience entertained and dancing throughout. To maintain high levels of excitement, the Odisha Millet Mission planned a variety of quirky and competitive games that kept participants on the edge of their seats. Winners of these thrilling contests had the chance to receive exciting surprises and gift hampers, enhancing the overall sense of anticipation and enjoyment.

Walkathon organized by Shanti Memorial Hospital on the occasion of World hypertension day

Bhubaneswar: In observance of World Hypertension Day 2022 - commemorated every May 17th, to create awareness amongst people, a walkathon was organized by Shanti Memorial Hospital, Cuttack which covered some important roads of Cuttack city on the day. The walkathon was flagged off by Dr. Sreejoy Patnaik, Chairman & Managing Director and Prof. Dr. Rekha Das, Executive Director of the hospital after a briefing on the purpose of the observation day presented by Dr. Priyadarshi Tripathy, Cardiologist of the hospital. More than 150 employees joined the walkathon with plaque cards and banners carrying awareness message on hypertension prevention and treatment to communicate to the public the importance of hypertension and its serious medical complications, and to provide information on prevention, detection and treatment. World Hypertension Day was first inaugurated in May 2005 ever since it has become an annual event. The main purpose behind the celebration of the World Hypertension Day is to promote public awareness of hypertension and to encourage citizens of all countries to prevent and control this silent killer, the modern epidemic. Later at Shanti Memorial Hospital, a free hypertension check-up camp was held in which around 100 persons checked their blood pressure and received free consultation.

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 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 registrations for 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 app called 'EcomSanjeev' to onboard delivery partners since its launch in September 2021.

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 massive affinity for gig opportunities in those areas. The top 10 cities/towns with the highest registrations include from Delhi, 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 Bhubaneswar, 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. Referral programs are run from time to time to expand the delivery partner base while rewarding the existing partners. To create stronger affiliation with delivery partners, Ecom Express has further 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 own a vehicle, and have a smartphone. Ecom Express also allows gig workers who don't have any owned vehicle to 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 verification at the nearest Ecom Express center.

Navi Finserv Limited is planning to raise ₹600 crore through public issuance of Non-Convertible Debentures

Bengaluru: Navi Finserv Limited (NFS), a wholly owned subsidiary of Navi Technologies Limited (Navi), today announced the public issue of Secured, Rated, Listed & Redeemable Non-Convertible Debentures (NCDs) amounting to ₹600 crore with a base issue of ₹300 crore and an option to retain over-subscription of another ₹300 crore. The issue will open on Monday 23rd May, 2022 and is scheduled to close on Friday, 10th June 10, 2022 with an option of early closure or extension.

The proposed NCDs have a rating of A (Stable) by India Ratings & Research Pvt Ltd. This rating is considered to have adequate degree of safety regarding timely servicing of financial obligations. Such instruments carry low credit risk.

Investors get an opportunity to participate in secured NCDs under various series for tenure of 18 months and 27 months

with an effective yield of upto 9.80%* and a minimum application size of ₹10,000.

Speaking about the NCD issue, Ankit Agarwal, Managing Director of NFS said, "The upcoming NCD issue aims to raise funds for onward lending and financing purposes. This will further diversify our borrowing profile and add more retail investors to our portfolio to complement our wide base of Institutional partners. This is a secured instrument with A (stable) rating, a low application size and an effective yield of upto 9.80%*. Sachin Bansal, Chairman & CEO of NFS added: "At Navi, our mission is to provide financial products that are simple, affordable and accessible. I believe that our customer centric and technology first approach along with our robust underwriting and collections capabilities adds value to Navi Finserv's maiden public debt issue."

NFS offers personal

loans and home loans under the "Navi" brand and we have approved personal loans to customers across over 84% of all Indian pin codes. The Company's net worth stood at Rs 11,895.72 million as on December 31, 2021 and maintained a comfortable standalone debt to equity ratio of 2.1x as on December 31, 2021.

NFS has maintained a strong asset quality reflected by its Net NPA of 0.08% (as on December 31, 2021), which is supported by a collections efficiency of 96.63% (for personal loans disbursed subsequent to April 1, 2021 till December 31, 2021). Its outstanding borrowings on a standalone basis of ₹27,749.76 million as of March 31, 2022 was diversified across an array of instruments such as NCDs, sub-debt, term loans, market linked debentures, commercial papers and, securitisation instruments such as PTCs.

IIT Bombay partners with Jindal Stainless to set up prestigious Chair Professorship



Bhubaneswar, (KCN): IIT Bombay signed an agreement with Jindal Stainless to establish a Chair Professorship at the Institute. This Chair will support and enhance research in industrial processes and product technologies in the stainless steel sector. An existing and eminent professor of IIT Bombay, with an excellent track record of research work, will be appointed on the prestigious chair. The first Chair professor will be selected from the Institute's Department of Metallurgical Engineering and Materials Science at IIT Bombay. Speaking about this initiative, Director, IIT

Bombay, Prof Subhasis Chaudhuri, said, "This is a great opportunity to further R&D within the stainless steel space, as the Chair will leverage the existing knowledge base and promote academic work and pioneering research in this domain. This will aid in problem-solving and promote best practices not just within the academic community, but the engineering community as well. We are happy to partner with India's largest and globally acclaimed stainless steel manufacturer for the promotion of research and development in this area."

Further adding on this

development, Managing Director, Jindal Stainless, Mr Abhyuday Jindal, said, "Jindal Stainless is committed to deepening industry-academia collaboration with the larger purpose of building a corrosion-free India. This Chair professorship strengthens that very commitment, as it will help drive more innovation and research in the field of steel metallurgy. Our goal is to emulate and create new benchmarks in durable and sustainable infrastructure. Partnering with a prestigious institute like IIT Bombay will, undoubtedly, help further these objectives."

Ambuja Cements and ACC's ChangeTheStory campaign wins Bronze at the ABBY 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 outstanding communication that features planet conservation, 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

videos on social media. ACC and Ambuja Cements collaborated with micro and nano influencers to drive engagement around the bubble barrier technology.

The two companies were the first to launch an augment reality-based game in India, which created an immersive experience for users by illustrating the state of marine plastic pollution

and the basic functioning of the Bubble Barrier technology. This game convinces the user to play their role in driving change by encouraging players to "bubble pop" their way to cleaner oceans and safer habitats for marine organisms.

Mr. Neeraj Akhoury, CEO India Holcim and Managing Director & CEO of Ambuja Cements Ltd., said that the

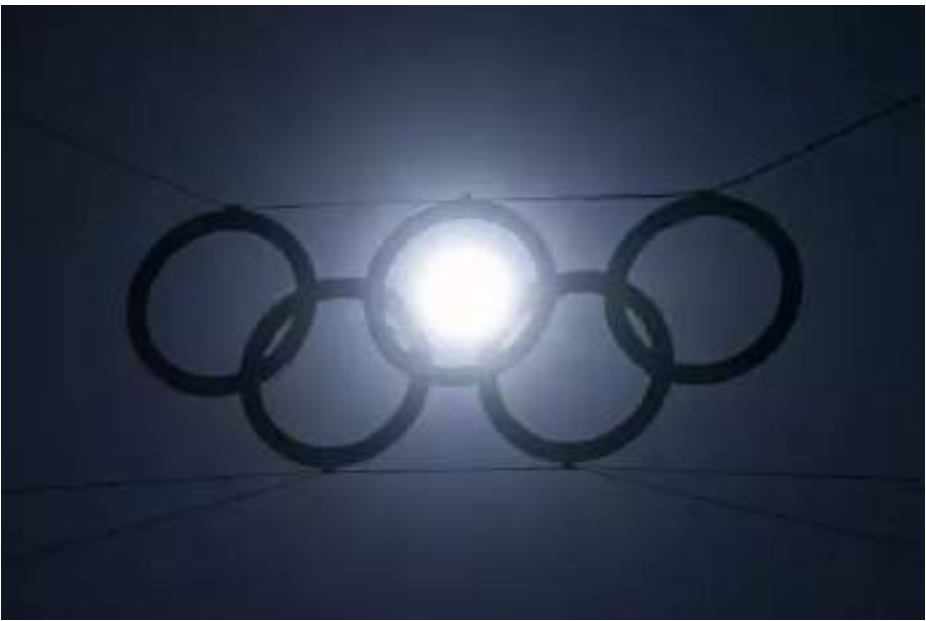
award served yet another reminder of the company's efforts towards sustainability. "We are elated and honoured that a campaign that's important to us has received the recognition that it deserved. Sustainability and business go hand in hand at Ambuja Cements and ACC Ltd. This will encourage us to further step up our efforts in this direction."

Cricket set for Olympic return in LA 28

NewDelhi:Cricket is set to make a comeback in the Olympics. The sport, which first made its Olympic debut in the 1900 Paris Games, is poised to return in LA28, marking over 128 years since its initial appearance. The Olympic berth represents a significant achievement for the International Cricket Council (ICC), which has been diligently pursuing Olympic inclusion for the past few years. This development follows the official proposal submitted by the LA28 Olympic and Paralympic Games, which included cricket in the Twenty20 format,

along with baseball/softball, flag football, lacrosse (sixes), and squash, to the International Olympic Committee (IOC) for potential inclusion in the 2028 Olympic sports program. The formal approval is expected to be granted during the IOC session in Mumbai next week. The ICC immediately welcomed the LA28 decision. "The International Cricket Council (ICC) is delighted at the decision of the organisers of the Los Angeles 2028 Olympics to recommend cricket for inclusion at the Games" the ICC said in a statement on Monday. ICC Chairman Greg

Barclay said: "We are delighted that LA28 have recommended cricket for inclusion in the Olympics. "Whilst this is not the final decision, it is a very significant landmark towards seeing cricket at the Olympics for the first time in more than a century. I'd like to thank LA28 for their support during the new sport evaluation process over the last two years and we look forward to the final decision being taken at the IOC Session, in India, during the ICC Men's Cricket World Cup next week." The inclusion of cricket is primarily driven by economic considerations. The International Olympic Committee



(IOC) has sought to capitalise on the immense popularity of the sport in the subcontinent, particularly in India, for commercial gain. According to a UK media

report, the media rights value of the Olympic Games stands at approximately \$16 million for one edition, but this figure could soar to \$200 million if cricket

is included. An India-Pakistan contest for the gold medal has the potential to attract over a billion viewers, a level of viewership rarely seen in many Olympic

disciplines. "In building the Olympic sport program, we were willing to challenge the status quo and think differently about what's possible for the Games in Los Angeles," said LA28 CEO Kathy Carter. "We approached the process holistically and authentically, ensuring that our decisions were grounded in the Games' commitment to fiscal responsibility. And we've landed on a bold and balanced proposal that will energize the Games with culturally relevant competition and boundless possibility." The inclusion of cricket in the Olympic programme could

become a reality following the formal approval of the Board of Control for Cricket in India (BCCI) a couple of years ago. A special general meeting under Jay Shah was convened, where the decision to green light the inclusion was taken. Historically, the BCCI has been hesitant about Olympic participation for several reasons. Firstly, it has been reluctant to come under the umbrella of the Indian Olympic Association (IOA). Secondly, and perhaps more significantly, it was wary of potential commercial losses when cricket is played at the quadrennial Games.

All-round Santner stars as New Zealand make it two in two

NewDelhi:A terrific all-round contribution from Mitchell Santner (36* off 17 balls and 5/59) was the major highlight of New Zealand's clinical 99-run win over Netherlands in Hyderabad on Monday (October 9). In pursuit of a challenging target of 323, the chase never got going for the Dutch despite a valiant fifty from Colin Ackermann who fought a lone battle. Skipper Scott Edwards and debutant Sybrand Engelbrecht also made some runs but by then, the task was well beyond their reach. On a sluggish two-paced surface that assisted spin, Netherlands' best chance of getting close to the target was a brisk start in the first Powerplay. However, the ever-reliable new ball pairing of Trent Boult and Matt



Henry made life miserable for the Dutch openers with the latter drawing first blood by castling Vikramjit Singh. Santner, who was introduced in the first ten overs, found his mojo straightaway and choked the batters with his accuracy. He also got the ball to grip and bite off the pitch to make matters worse. With a slow start, the asking rate mounted significantly and

Netherlands lost wickets in pursuit of playing catch up. Santner started his wreckage with the big scalps of Max O'Dowd and the in-form Bas de Leede. The opener misread a flat slider to be trapped LBW while de Leede chipped a catch to Boult who took a sharp self-relay catch at long-off. Amidst all this, Ackermann found some rhythm to his innings but was never able to hit top gear due to the frequent

fall of wickets. His half-century stand with Teja Nidamanuru was looking promising before a mix up saw the latter being run out by yards. Santner got good support from Rachin Ravindra who bowled a very tidy spell, clearly oozing confidence from his incredible batting form. The spin twins choked the run flow and it meant that the game was officially over as a contest well before it actually ended. While they have been strategic and intelligent in their bowling plans, Netherlands have lacked intent and clarity in the batting, particularly in run chases. Slow starts like today has been a regular feature for them and it has left them with far too much to do later on in the innings. While they were a bit sloppy in

the field, New Zealand's bowling was on the money. That the Black Caps got to 322 was thanks to Santner's blistering cameo at the back end and a fifty from skipper Tom Latham. The pair were influential in New Zealand smashing 50 off the last 18 balls in the innings which included 13 off the final legal delivery as de Leede bowled a no-ball and then a Free Hit, both of which went for sixes. The final flurry undid all the good work that Netherlands had done in the first 47 overs of the game, particularly from overs 41-47. New Zealand's top-five all got runs, including fifties for Will Young and Ravindra but the run rate was never into dominant levels.

The return of Sybrand Engelbrecht

NewDelhi:Nearly seven years later, at the age of 35, he made his international debut. At the World Cup, no less. The lasting global public visual of Sybrand was the catch he plucked during the 2008 Under-19 World Cup at backward point. It's the only visual that even the broadcasters could play of him and it's a catch he's reminded of as often as he rolls his eyes and reminds back "I'm a little older now". There's certainly more to him, his life and his cricket - all of which went missing from the public glare over the last 15 years. After having played 54 first-class, 57 List A and 45 T20 games in South Africa's domestic set-up and realising that his career wouldn't witness a massive upswing in the near future, he decided to shift focus. A month after

quitting cricket, with a degree in finance and project management at hand, he took up a corporate job at Fairtree, a business school. "It was the gap in these years when I didn't have much to do with cricket. It was really when my family and I moved to Netherlands (in 2021) that I picked up my bat again. It was the easiest way for us to integrate into the community and make new friends. When I picked the bat up, I missed it and fell in love all over again. "My wife stopped working because we had a little one. He was six months old when we made the move. We're very, very blessed to be there. It's a good place to live. The community we're in is fantastic, we've made some very good friends and the cricket guys are absolutely

world-class. I'm very, very fortunate to be here." Playing for the Voorburg Cricket Club, he featured in three successive finals of the Division 1 tournament Topklasse. However, the uncertainty was over whether he was qualified to play for the national team. "We've consistently done well as a club. We've integrated and built a strong base, a strong foundation within the club. In our club, we've got a lot of guys who are in the Dutch setup. It's always been fantastic to test my skills against those guys and help and try and guide and learn and help them where I can."I suppose, it was always at the back of my mind (to be playing international cricket) but it was never the primary focus. It was never 'Oh, I want to play for Netherlands'.

England have missed Stokes's unquantifiable impact, feels Eoin Morgan

NewDelhi:Ben Stokes has not looked quite like himself in the two days leading up to England's World Cup fixture against Bangladesh. He's had two rounds of lengthy nets sessions, which is a positive after being ruled out of the New Zealand game with a hip injury, but he still isn't a 100% fit. The big left-hander has looked a little stiff and restricted in his movements, with his captain Jos Buttler all but ruling him out of Tuesday's game. "It's good to see him back in the nets and building back towards full fitness but probably unlikely for tomorrow," Buttler said on Monday. England head into the game at the back of a loss, and could find a Stokes-sized void in the line-up a bit unnerving, but former captain Eoin Morgan suggested it was the unquantifiable quality of the star all-rounder that the defending champions are missing dearly now, and will do

so until the day he's fully fit again. "Without doubt, you want to see Ben back as soon as possible," Morgan said. "Again, bear in mind it is a six-and-a-half week tournament where you don't win it in the first couple of weeks. And it's not necessarily one player that wins it for you. The thing that we can't measure and continuously ask when it comes to Ben is how much he contributes in the change room and how much he makes other players better around him. That will be the contribution that I would say was probably missed a little bit in Ahmedabad, and (will be missed in) every other game between now and the time he can play." It was only last July when Stokes called it quits from the 50-over game, saying that it wasn't sustainable for him to be playing all three-formats, while also leading the side in the most gruelling one (Tests). Stokes, however, reversed that



decision in August this year to partake in trying to defend the crown that he so masterfully won for England four years ago in 2019 in unarguably the greatest World Cup final of all time. Morgan talked up the impact that Stokes is capable of having and the advantages of having a player who has 'already crossed the finish line' repeatedly. "Even more so, I'd say," Morgan said when asked if Stokes

could be as influential in 2023 than he was in 2019. "Because he just continues to deliver when the team needs him. There's great belief and confidence around that when you play with a guy who has already crossed the finish line on numerous occasions and speaks in straight lines and not riddles. It's genuine. Having certainly been there and watched him do it, it's great to play with him." Morgan was also effusive in praise for

another one of his World Cup winners from 2019 - Jonny Bairstow. The Bangladesh game will be the 100th ODI for England hard-as-nails opener. "Jonny for a long time has been the example, certainly in my early days as captain, as to how you want a strong cricketing team to play. You want guys banging down the door and also asking continuous questions of the players within that playing XI," Morgan said.

"It should be a tough place to get into and it makes selection a lot harder. Jonny did that for about a year and a half, coming in sporadically and performing brilliantly. (It was) again a lesson for me in trusting and instilling guys who are in the position of that role to continue to fight. "Him at the top of the order with Jason (Roy) started in about 2017, and they have just been phenomenal. They complemented each other unbelievably well, both scoring in different areas, though both being very imposing cricketers. To play in the manner that he has for 100 games, it's unbelievable," Morgan said. Though the Bangladesh game brings a sense of occasion for the opener, it will also be an important one for England who suffered a rather deflating defeat at the hands of New Zealand in their opener.

"Having to sit back and watch it again [the New Zealand game], how they played, you probably say that they were quite tentative in the way they played when it came to being aggressive. The clinical aspect that we've become used to in recent games wasn't quite there. "I've been listening to some of the comments he (Buttler) made today and after the game, he acknowledged how well New Zealand played but also the fact that it was much more important the way they played instead of always looking at the opposition. So it certainly was a bit of a shock for me, not only the way the conditions changed but even though they changed, how much better New Zealand were than England." Morgan also knows a thing or two about how tricky their next opposition can be in World Cups, but

backed England to get the job done in conditions that he felt would suit them better. "They (Bangladesh) are a tricky side to play against, regardless of where you play them. I do think the conditions here will suit England more than Bangladesh," Morgan said. "The other day there was just the extra bit of bounce... not necessarily fast bounce, but the extra bit of bounce might suit England seamers and take Bangladesh's strength out a little bit. I know their spinners dominated Afghanistan but that was just sort of how they built pressure, they did really really well, the ball didn't turn a great deal. You would imagine if that was still the case it would allow England to play to their strengths more than probably Bangladesh's," he opined.