

Gramin Sambadik Kalyan Yojana Launched Health Card 'SUBIDHA' Distributed to Journalists

Bhubaneswar, (KCN): On the auspicious occasion of Gandhi Jayanti, the Organization of Odisha United Working Journalists (OUWJ) hosted the launching ceremony of the "Gramin Sambadik Kalyan Yojana." The primary goal of this welfare scheme is to provide healthcare services to journalists communities who face challenges in accessing medical treatment for their parents and family members, especially if they are not covered by any insurance scheme. Under this initiative, journalists were provided with a health service card called "SUBIDHA," in association with Hi-tech Medical College & Hospital, initially in Bhubaneswar, with plans to expand to



other hospitals in different locations. The inauguration of this significant welfare event was carried out by Sj. Bijay Kumar Pattanaik, former Chief Secretary of Odisha, in the presence of Sj. Dr. Arabinda Dhal, MLA of Jayadev, Suresh Kumar Panigrahi, Managing Trustee of Hitech Hospital, Dr. Chandan Samantaray, Medical Superintendent, Dr. Pabitra Mohan Samantaray, Advisor, Kishore Dwibedi, Chairman of OUWJ,

and Pravat Ranjan Biswal, Chairman of Gramina Sambadika Kalyan Yojana. Each guest addressed the audience, highlighting

the importance of this welfare scheme for journalist fraternities. Dr. Tirupati Panigrahi, Chairman of Hitech Hospital, was the

service provider for this initiative. Sanjay Das, President of the OUWJ, shared insights into the welfare activities and

services provided to journalists, starting from the corona pandemic period to the present. Rajanikant Samantaray, Vice

Chairman, emphasized that the scheme aims to benefit 10,000 journalists across Odisha. Hrushikesh Mohanty, General Secretary, discussed additional welfare schemes and benefits intended to strengthen and support all journalists. Around 150 journalists attended the program and received Health Cards from the distinguished guests, underscoring the success of the initiative and the collaborative effort of the journalist community.



Union Minister Anurag Thakur To Visit Odisha On Today

Bhubaneswar (KCN): Union Minister of Information and Broadcasting & Youth Affairs and Sports, Anurag Singh Thakur will be on a day visit to Odisha tomorrow.

The Union Minister will attend the Meri Maati Mera Desh programme organised by Nehru Yuva Kendra Sangathan A utonom ous organization under the Ministry of Youth Affairs and Sports, GoI at Utkal University, Bhubaneswar.

According to reports, Union Minister Anurag Singh Thakur will address a press conference at the BJP state office after arriving at the Biju Patnaik Airport in Bhubaneswar at 9:50 a.m.

At 11:00 AM, he will attend the "Meri Maati Mera Desh" programme organized by the Nehru Yuva Kendra Sangathan at Utkal University.

At 3.30 pm, the Union Minister will attend the 40th anniversary of Odia daily newspaper 'Sambad' as a guest.

Cyber Safety Raths Start Awareness Campaign Across Odisha

Cuttack (KCN): Cyber Safety Raths have started going around all the districts of the state and spreading awareness about cyber fraud and measures to tackle them among the people. The campaign has been started in all districts to convey the message of Chief Minister Naveen Patnaik, 'Be careful, be safe'. Cyber Safety Raths were given a grand welcome in all district SP offices today.

District Collectors, Panchayat representatives including SPs, Mission Shakti members, School and Mass Education Department, Higher Education Department,



Panchayati Raj and Information and Public Relations Department officials and staff were present in this campaign. Awareness messages by the Chief Secretary, Minister of State for Home Affairs and District SPs were

displayed on the Cyber Raths. Later, the Cyber Security Rath visited other parts of the district. It is worth mentioning that on 30th September, Chief Minister Naveen Patnaik launched the Cyber Safety Campaign at Kalinga Stadium. 34

cyber security raths will travel to various schools, colleges and panchayats across the state to spread awareness about cyber safety. It is worth mentioning that the cyber safety mascot CYRRA is disseminating cyber safety messages in all districts. A theme song has been created to sensitize the people on cyber safety. Many awareness short films have been made and are being shown on cyber raths. Many districts are also organizing educational dramas and recreational programs on the theme.

Bhubaneswar (KCN): With the approaching Assembly and general elections, Chief Minister and BJD President Naveen Patnaik once again hit out at the Opposition BJP and Congress strongly. The Chief Ministers slammed the Opposition parties while addressing party leaders and workers on the launching of BJD's 'Jan Sampark Padayatra' programme.

misleading people with false information. Whenever an election is approaching, they are adopting such practice, but always rejected by the people," He alleged that the opposition is trying to stall and conspire against the Lord Jagannath and Lord Lingaraj temple projects. But, the people will never forgive them, he said. "People very well know about the anti-people and anti-development strategy of the opposition parties.....the people will never forgive those who opposed redressal of their grievances," he stated. With the passing of the Women Reservation Bill in Parliament, the party's long-standing demand was fulfilled, the Chief Minister said.

Vikas Foundation Trust's Grand Health Camp: 25,000 Beneficiaries Treated on PM Modi's Birthday



Talcher, (KCN): The Vikas Foundation Trust has successfully treated more than 25,000 people during its 15-day free healthcare camp, coinciding with Prime Minister Narendra Modi's birthday. The camp, which commenced on

September 17th, spanned across suburbs in Angul, Dhenkanal, Sambalpur, and Deogarh districts. Mridula Thakur Pradhan, Chairperson of Vikas Foundation Trust, highlighted the organization's year-round commitment to healthcare services,

culminating in the mega health service camp held at PMIT, Talcher. This camp, organized three months ago, was a tribute to Prime Minister Modi's birthday. Mrs. Pradhan expressed her intent to continue such programs in the future. The concluding day of

the camp saw the presence of esteemed individuals, including senior doctor and retired CMO of MCL Dr. Sanjay Das and Dr. SN Mishra, Guljari Lal Biswas of the Wankhede Foundation, PMIT Principal Tusar Kant Sahu, Vikash Foundation member

Ravi Narayan Das, Swapnita Panda. They commended Vikas Foundation Trust's noble service. Specialist doctors from various departments attended the camp, providing health assessments and guidance. More than 3,000 public health

examinations, diagnoses, diagnostic tests, and free medicines were distributed, eliciting gratitude from the beneficiaries for accessible healthcare services. In the spirit of Prime Minister Narendra Modi's dedication to

service and welfare, this healthcare camp extended its reach to 25 locations in Dhenkanal, Angul, Sambalpur, and Deogarh districts. Over 25 experienced doctors, accompanied by 50 nurses, health workers, and numerous volunteers,

contributed to the camp's success. Renowned social activist and Director of NSIC Kalandi Samal, Pratap Chandra Pradhan, Agasti Behera, Jajati Patnaik and others were prominently present throughout the event.



12th Anniversary Celebration of "The Interview Times" Top 20 Most inspirational personalities are honored

Bhubaneswar(KCN): The 12th annual celebration of the state's leading monthly magazine "The Interview Times" held at Hotel Swosti Premium, Bhubaneswar. Kandhamal MP Dr. Achyuta Samanta joined the program as the chief guest and praised the journey of "The Interview Times" for 12 years and thanked him for the unique initiative in the field of social progress. In this program, Padma Vibhushan Sri Sudarshan Sahu and Arun Kumar Sahu (MLA, Nayagarh) congratulated the dignitaries. Anu Garg (Developer, Government of Odisha) who joined as the guest of honor said that the role



of positive journalism is important in nation building. She appreciated the cooperation of Interview Times in this field and said that the growth story of Odisha over the years under the leadership of Hon'ble Chief Minister Naveen Patnaik is remarkable. As one of the guests of honour, Mr. Veer Vikram Yadav (IAS, Principal Secretary, works

Department, Government of Odisha), Dilip Routarai (IAS), Sagar Mohanty (Director, NCC Odisha), Sanghamitra Pati (Director ICMR-RMRC) and as the keynote speaker Prof. Kamaljit Singh (Vice-Chancellor, Madhusudan University) participated. In the inaugural session, Dibyajit Sahu, Editor-in-Chief of "The Interview Times" gave a welcome

speech and how "The Interview Times" in its long journey of 12 years, through news, has contributed to the progress of the country, state and society. He informed that he has worked effectively. At the beginning of the program, a special discussion was held on "Odisha Today and Tomorrow". A special issue of "The Interview Times" was launched at

Superintendent of Police inaugurated the cyber security Rath in Subarnapur district today

SUBARNAPUR(KCN): Superintendent of Police Amresh Panda flagged off the cyber security Rath from Subarnapur district police office today. Children, boys, school, college girls, young men, women, boys from cyber crime. Odisha Police and Crime Branch to protect the senior people from all categories of people from threats, robbery, blackmail and death. It will continue its awareness programs in villages, schools, colleges and markets. After the Rath arrived in Subarnapur district yesterday, it was escorted from Telnadi bridge by the district police to New town hall with a band baza. Collector Mr. Bimalendu Ray, Supdt. Of Police Mr. Amresh



Panda led by hundreds of volunteers, senior citizens, intellectuals, NCC and college students gave a grand welcome to the Cyber ??Security Rath with flowers and slogans. Additional Supdt. of Police Hemanta Kumar Padhi, Biren Kumar Naik, Additional Inspector of Police Baikunth Bihari Sethi,

DSP Pratap Rana, DSP Renuka Suna, Inspector Loknath Sahu, DSP Chandra Shekhar Shabar, Inspector Loknath Sahu, Nirmala Sahu, RI Kanhu Charan Marandi, RI Saroj Patel, Head of SBI manager Santosh Kumar Sahu, Co-Manager Sanand Kumar Meher, ADMO Dr. Ramesh Chandra

Swain and other staff including Major RTO Akshaya Jena, SDPO Raj Kishore Mishra, IIC Padmasini Meher, ASI Mr. Bishi, Mr. Padhan, various officials of the major district police administration, Journalists, Swachha Bharat and various organizations, public attended.

Three accused arrested with Ganja

SUBARNAPUR(KCN): Subarnapur district has become a hotspot of Ganja mafia. Ganja is being stolen every day in some place of the district. Ganja mafia from neighboring Boudh district is transporting Ganja to other states through Subarnapur district. So when will the district headquarters and sometimes smuggling of ganja is happening in other parts of the district. At different times, smugglers are found to be smuggling ganja in different ways. It is said that women are also used in this smuggling. Similarly, yesterday afternoon Subalaya



police station of Subarnapur district received information from local sources, they arrested three accused with 5 kg of ganja from Ambajhari chhak of Subalaya Kadaligarh road. The accused are Shambhu Sahu of Rundimahul village under

Kantamal police station of Boudh district and Natabara Manahira of Manamunda police station. Identified as Amaresh Khatua of the village, after weighing the seized ganja in the presence of the Executive Magistrate, it was found to be 5.900 KG. However,

the accused were operating a motorcycle (Red Colour) Passion pro No. OD-31-9840 and HF Deluxe No. OD-27-1622. Police Station Case No. 167/23, 29 registered a case under the NDPS Act and prosecuted the accused while continuing the investigation of case.

Lady ASI Dies After Being 'Manhandled', Mystery Deepens

Rourkela(KCN): In a shocking incident, a lady assistant sub-inspector (ASI) of Uditnagar police station Alisa Narmi Lugun died after being reportedly assaulted by a group of

disorderly crowd on Sunday. The unfortunate incident took place over a minor mishap on the ring road near Singhasani temple within Uditnagar police limits at around 4 PM,

the source said. As per available information, her husband denied reports of his wife dying of illness. He alleged that his wife did not have any previous health issues. She was beaten to death while on duty at an accident site. "Her face had injury marks. She was murdered," he added. However, the Udit Nagar Police Station is continuing to investigate.

Swachh Bharat programme by Concern for Calcutta



the event. After the meeting, "The Interview Times" honored 20 individuals who have gained expertise in various fields with the prestigious "Top 20 Inspirational Personality of Odisha and 7 personalities are awarded on Special Jury Award". Then famous vocalist Jyorthimayee Nayak mesmerized the audience with his musical skills. Arun Kumar Mahana (COO), Pramod Kumar Lenka (Chief Business Development Officer) and Rajiv Nayan (Public Relations Officer) of "The Interview Times" were present in the program. In the end, Co-Editor Shubhajit Panda gave vote of thanks.

Kolkata (KCN): was successfully organised under the leadership of new team led by Ashok Purohit and IPP KS Adhikari. Past Presidents Samir Dutt, Pawan Paharia, Deepak Jain, Vice President Lekha Sharma, Chairman Advisory Board and National Deputy President of AIFTP Narayan Jain urged all members to work for cleanliness in their locality. Programme

Agarwal, Sonali De, Indrani Netram, Bibhash Maiti, Arundhati Mukherjee, Ramesh Mahajan, Maloy Chakraborty, Subroto Sinha, Vivek Sharma and others actively participated to make the programme successful. Concern for Calcutta has been organising campaign against single use plastic for last 5 years in various markets of the City to create awareness

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Disha Patani Misses Sushant Singh Rajput As 'MS Dhoni: The Untold Story' Clocks 7 Years, Says 'Couldn't Say Goodbye'

Actor Disha Patani remembered late actor Sushant Singh Rajput on the occasion of their film 'MS Dhoni: The Untold Story' 7th anniversary. Taking to Instagram, Disha shared a clip from the movie featuring herself and Sushant. Sharing the video, she wrote, "Grateful for this beautiful journey and my first film in Hindi cinema. Love whole heartedly and cherish the ones who make you happy safe and heard life's too short for regrets! We couldn't say goodbye but i hope

you're happy and at peace"

As soon as she shared the video, fans and industry friends chimed in the comment section. Actor Anil Kapoor wrote, "Phenomenal scene.. both of you are so good..." One of the users wrote, "One of the finest scenes from this movie" Another commented, "Miss u SSR."

Helmed by Neeraj Pandey, 'MS Dhoni: The Untold Story' biopic is on one of the most celebrated cricketers in our country, Mahendra



Singh Dhoni. The film was released in 2016 and saw the late Sushant Singh Rajput essaying the role of Dhoni. It also starred Kiara Advani.

Disha, with her girl-next-door appeal and million-dollar smile, instantly became the talk of the town. Her chemistry with Sushant was widely appreciated. The biopic turned out to be one of the biggest hits of Sushant's career, who went on to receive several nominations in the Best Actor category at that year's awards ceremonies for his performance in the film.

Ranveer Singh Shares Pic Of His All-New Muscular Look For 'Singham Again'



Adding to the excitement around his next release, actor Ranveer Singh, who is all set to reprise his character Simmba in Rohit Shetty's 'Singham Again' on Saturday, gave his fans a glimpse of his muscular physique. Taking to Instagram story, Ranveer shared a picture of himself from

'Singham Again' sets. In the picture, Ranveer flaunted his ripped physique while wearing a black vest and matching trousers. He also wore a pair of black shades.

Ranveer added 'Aala Re Aala' from his 'Simmba' in the background. Recently, Ranveer revealed that he is all set

to reprise characters from Rohit Shetty's Cop Universe, 'Simmba' in this film. Sharing the pictures, he wrote, "All set to reprise one of my most loved characters from the Rohit Shetty Cop Universe - SIMMBAA in #SinghamAgain! We seek your love and blessings for our new

journey. @ajaydevgn @itsrohitshetty."

Helmed by Rohit Shetty, 'Singham Again' will also star actor Deepika Padukone in a cop avatar. 'Singham' was released in the year 2011, and starred Kajal Aggarwal and Prakash Raj in the lead roles, followed by 'Singham Returns' in 2014, and both projects were declared box office hits. The film marks the first on-screen collaboration of Deepika and Ajay. The film is all set to hit the theatres on Diwali 2024. 'Singham Again' will face a big Bollywood clash with Kartik Aaryan's horror comedy film 'Bhool Bhulaiyaa 3' and Akshay Kumar's comedy film 'Housefull 5'. Apart from this, he will be seen in director Farhan Akhtar's next action thriller film 'Don 3'.

'Chandramukhi 2' Box Office Collection: Kangana Ranaut-Starrer Earns Rs 11.7 Crore Worldwide



Delighting cinemabuffs out there, the sequel to the comedy horror 'Chandramukhi' was released in theatres on September 28. Helmed by P. Vasu, 'Chandramukhi 2' starred Raghava Lawrence and Kangana Ranaut in lead roles. The music of the much-awaited film has been composed by MM Keeravani.

'Chandramukhi 2' has managed to make a gross of Rs 9.7 crore at the box office so far, according to a report by Sacnilk. Whereas the movie has churned out Rs 11.7 Cr worldwide. In the second part, Raghava Lawrence plays the role of Vettaiyan Raja, Kangana Ranaut plays the role of Chandramukhi, and Lakshmi Menon interprets the role of Chandramukhi's ghost. The rest of the film's cast includes Vadivelu, Mahima Nambiar, and Radhika Sarathkumar.

Kangana plays the role of a dancer in the king's court, who is known for her beauty and dance skills while Raghava Lawrence portrays King Vettaiyan Raja. Helmed by P Vasu, 'Chandramukhi 2' is the sequel to the blockbuster hit Tamil horror comedy film 'Chandramukhi' which starred Rajinikanth and Jyothika in the lead roles. It is produced by Lyca Productions and Subaskaran.

Recently, the makers released the film's second single track 'Moruniye' featuring Raghava Lawrence. The song has been composed by Oscar winner MM Keeravani, sung by SP Charan and Harika Narayan while the lyrics have been penned by Vivek.

Khichdi 2 Teaser Out: Parekh Family Is Back To Leave You In Splits



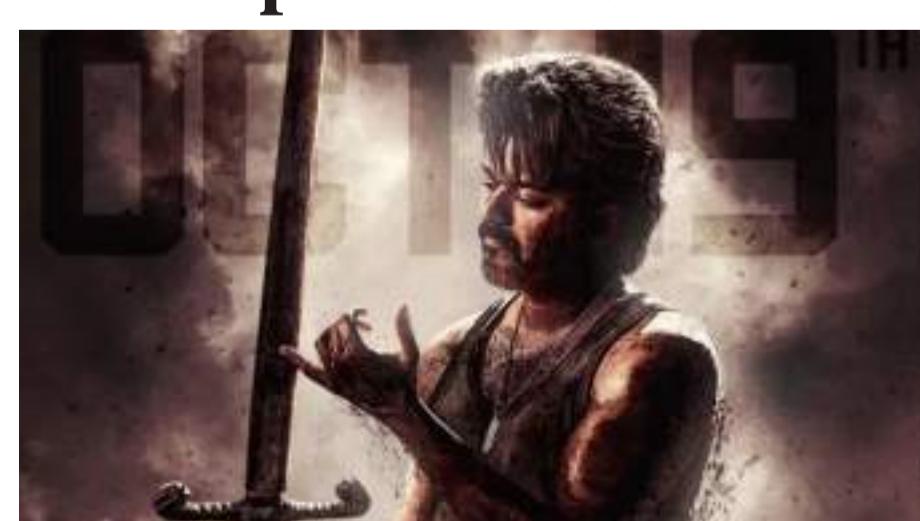
On Saturday, the makers of 'Khichdi 2' left the audience in splits with the launch of the film's teaser. Written and directed by Aatish Kapadia and produced by Jamnadas Majethia (JD), the film is an adventurous roller-coaster ride that explores new dimensions of the Parekh family's dynamics led by the unbeatable Supriya Pathak Kapoor, Jamnadas Majethia (JD), Rajeev Mehta, Anang Desai, Vandana Pathak and Kirti Kulhari. Pratik Gandhi

also made a special appearance in the teaser. The brief teaser started with the display of picturesque locations with a voiceover saying that every mission is impossible in the beginning, while some are completed by Tiger,

weaves themes of unity, humanity, forgiveness, and the enduring power of family bonds," read a statement.

'Khichdi' first came into existence as a stage play. It revolves around the eccentricities of a Gujarati joint family residing in Mumbai. It later evolved as a sitcom, web series, and movie. The sequel, an adventure comedy, will now be released 13 years after the first film. 'Khichdi 2 - Mission Paanthukistan' will be released on November 17.

Leo Advance Booking: Vijay's Action-Thriller To Become Highest Tamil Opener In UK



The overseas market for films from South cinema have opened up in a big way post blockbuster releases like 'KGF', 'Pushpa', 'Jailer' among others. Movie buffs who are in abroad have their eyes set on Thalapathy's Vijay's upcoming Tamil film 'Leo: Bloody Sweet'. The film is expected to get a grand opening in the UK as indicated by the advance booking of the movie tickets. 'Leo' has already beaten the record set by Mani Ratnam's 'Ponniyin Selvan I' in advance booking. The film marks Vijay and filmmaker

surpass the current single-day earnings for an INDIAN film in #UK, a record presently held by #Pathaan."

Lokesh Kanagaraj's reunion after the 2021 blockbuster 'Master'. Taran Adarsh shared a report on advance booking of the film in the UK and posted on X, "VIJAY: 'LEO' SETTING NEW BENCHMARKS... #ThalapathyVijay's #Leo is SHATTERING RECORDS #Overseas. Distributed in #UK and #Europe by #AhimsaEntertainment, with 19 days left, the film has already taken the *#Tamil* Day 1 #BO crown in #UK from the previously held #PS1. #Leo is targeting to

gross. 'Leo' is all set to arrive in theatres worldwide on October 19. The much-awaited film stars Vijay and Trisha, alongside Sanjay Dutt, Arjun Sarja, Gautham Vasudev Menon, Mansoor Ali Khan and Mysskin. The film was officially announced in January 2023 with tentative title 'Thalapathy 67', as it is Vijay's 67th film as a lead actor. Apart from Tamil, it is expected to be released in dubbed versions including Telugu, Kannada, Malayalam and Hindi languages. premiere shows. As reported by the trade website sacnilk, the film has sold around 5800 tickets worth USD 130K

Professor Amartya Sen



Professor Amartya Sen is a prominent economist whose work on development and poverty has dramatically influenced international organizations like the United Nations and the World Bank. In his essay "Poverty and Famines," Sen explores the causes of various famines from a unique perspective and identifies different meanings of poverty. He draws attention to the incidence of absolute and relative deprivation. He relates the headcount ratio of poverty to the inequality of lack of people below the poverty line.

One of the critical contributions of Sen's work is his demonstration that the decline in aggregate food availability is only sometimes the primary cause of famines. Instead, he identifies various reasons that lead to different famines, including adverse effects on people experiencing poverty of steep price rises due to inflation and a reduction

in market supplies due to speculative hoarding, which can further boost prices. Sen's analysis led to a controversy over whether food availability decline was the primary cause of the Bengal famine. Still, the Nobel Committee recognized the significance of his work on the famine mechanism regardless of this controversy.

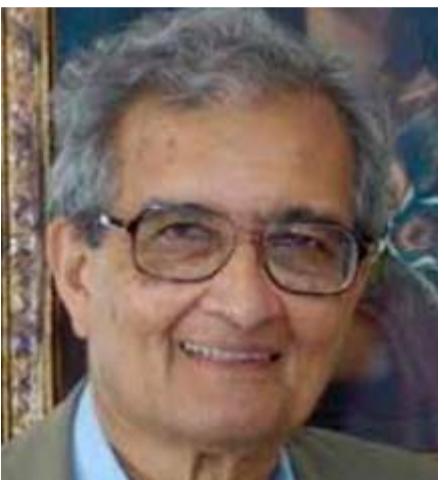
Sen's contribution to economics extends beyond his work on poverty and famines. He has also made significant contributions to social choice theory and welfare economics. His work on social choice theory has focused on the problem of how to aggregate individual preferences into collective decisions. Sen's approach emphasizes the importance of individual rights and freedoms, and he argues that social choices should be evaluated in terms of their impact on the wellbeing of individuals.

In welfare economics, Sen has emphasized the importance of expanding the focus beyond income as the sole measure of wellbeing. He has argued that social welfare should be evaluated regarding various factors that

affect people's lives, including health, education, and social connections. Sen's work on welfare economics has significantly impacted the development of human development theory, which emphasizes the importance of measuring progress in terms of people's wellbeing rather than just economic growth. Sen's contributions to economics have been recognized through numerous awards and honours, including the Nobel Memorial Prize in Economic Sciences 1998. His work continues to influence scholars and policymakers worldwide, and his ideas are particularly relevant in the current global challenges of poverty, inequality, and climate change.

In conclusion, Professor Amartya Sen is a prominent economist whose work on development and poverty has significantly impacted international organizations and policymaking. His studies on famines, hunger, social choice theory, and welfare economics have greatly influenced the field of economics, and his ideas are particularly relevant in the current

global context. Sen's emphasis on individual rights and freedoms, the importance of human wellbeing beyond income, and regular, assured food entitlements are all valuable contributions to the ongoing efforts to reduce poverty and promote sustainable development.



Sen's work on poverty and inequality is grounded in his belief that traditional economic measures, such as GDP, do not provide a complete picture of human wellbeing. He argues that poverty is not just about lack of income but also about access to essential goods and services, such as food, healthcare, and education. Furthermore, he argues that inequality is a significant cause of poverty, as it creates

barriers to access and opportunities for those already disadvantaged. One of Sen's most significant contributions to the study of poverty and inequality is the development of the capability approach. This approach emphasizes that the goal of action should be to expand people's

capabilities or ability to lead lives they value. This includes income and material resources and social, political, and cultural resources that enable people to achieve their goals and aspirations.

Sen argues that the focus should be on expanding the capabilities of the most disadvantaged members of society, as they are the ones who are most likely to be trapped in poverty. He believes that development policies should create an environment enabling people to exercise their freedoms and pursue their goals. This requires economic growth and social and political changes that would

allow people to participate in decision-making and influence their own lives.

Sen's work on Poverty and Inequality:

Sen's work on poverty and inequality has significantly impacted development policy. His emphasis on the importance of poverty and development. His work has also emphasized social protection measures and long-term solutions to poverty rather than just short-term relief measures. Sen's ideas influence development policy and practice worldwide as countries work towards a more equitable and sustainable future.

Prof. Sen's poverty measure, known as the Sen index, is a widely accepted method of measuring poverty that considers the headcount proportion of people below the poverty line and the distribution of income or consumption among this group. The index is sensitive to changes in the distribution factor in the poverty line groups, changes in the price index of wage-goods and the relative prices of wage-goods due to productivity changes in the latter. This makes it a more accurate measure of poverty than other methods that do

not consider these factors. To him, improving literacy rates is essential for reducing poverty levels.

One of the critical contributions of Sen's economic ideas is his emphasis on the importance of freedom and human rights in the development process. Sen argues that development is about increasing material wealth and expanding human capabilities and independence. He believes that people should have the freedom to choose their goals and pursue their aspirations and that development should be seen as a means to this end.

Sen's ideas about the importance of freedom and human rights have influenced development policies in many countries, particularly in the context of the human development approach. This approach emphasizes the importance of expanding human capabilities, including education, healthcare, and other essential services and promoting democratic institutions, human rights, and social justice.

Former Professor of Economics, Gokhale Institute of Politics and Economics, Pune

Modi's consistent and persistent efforts making Bharat \$2 trillion export-oriented economy by 2030



\$2 trillion Exports by 2030 is a major step towards becoming export-oriented economy. Once called the Golden Sparrow, India is once again on the path of regaining its space. As a result, the country has set a target of \$2 trillion export by 2030. There is a famous saying in Sanskrit :

Meaning – One can accomplish any impossible-looking task not by merely making wishes or coveting about it but by consistent and persistent efforts. Furthermore, has anyone ever heard of a deer coming and entering the mouth of a lion. India is the country with the largest human resources in the world. Hence, it's perceived as an inward-looking economy that thrives from consumption by its young population. In 2014, India was the 10th largest economy in GDP size, with ~ 2.04 trillion USD (World GDP stood

at 79.73 trillion USD) and with an export base of ~ 469 billion USD or 2.47 per cent of the total global trade market despite having 1.30 billion people representing ~ 17.7 per cent of the world's population.

In simpler words, in 2014, ~18 per cent population of the world contributed 2.55 per cent to global GDP and world exports share of 2.47 per cent. India, in coming years, will be the largest manufacturer and eventually the exporter of drones, defence, and digital exports including semiconductors. The work has already begun. A decade ago, India and its expertise were largely undermined, with the best brains leaving the country and India being perceived as a factory of low-skilled workers, who can speak English well and are only suitable for blue collared service-oriented outsourcing jobs.

This is how the world saw India from its coloured lenses. However, that was not the perception and reality in the past (a few millennia back). Bharat, since ancient times, has been an export-oriented economy. Until about 1000 AD, Bharat contributed 34 per cent

of the world's total GDP without looting, plundering, or colonising any other country but by exporting superior goods to the rest of the world. Despite attacks from foreign plunderers and aggressors, until the middle of the 18th century, India contributed ~ one-fourth of the world GDP, largely again driven by exports.

Evidence of India's exports and its proficiency in manufacturing can be witnessed by the fact that when the Generals of Alexander like Cassander, Ptolemy, and Seleucus reached Macedonia after Alexander's death carrying spices, muslin and silk and offered it to their wives, women friends and partners as gifts, they were astonished to see that Greek women for years have been wearing outfits made of these finest materials that were made in Bharat. Another evidence of it is India being called the Golden Sparrow. Who and why this name was given to Bharat? Britishers, when they first came to India, called India the Golden Sparrow as the quantum of gold or gold coins and gold ornaments that existed in every Indian household was

incomparable to the rest of the world. This quantum of gold existed in Indian temples and Indian households despite India having no major gold mines. The predominant reason why India was called 'the golden sparrow' was because of its abundant raw materials and

and then place orders to be taken to their own countries. All these business activities vanished due to colonisation by the British.

After Independence, India struggled to survive, and the question of exports was forgotten in such a dire state of existence.



availability of precious stones. Mauryan huge ships sailed as far as Syria, Egypt and ancient Greece, carrying raw material, cloth, silk, muslin and spices and returned with precious stones and gold. The ancient Bharat was a global trade hub. Major cities had Dharamshalas where importers could stay free of cost, accept Bharat's hospitality and check the Indian goods

But off-late, India has now realised its strength the same way how Bhagwan Hanuman realised his immense powers after Jambavan the king of bears and guru of Hanuman made him realise his true powers, changing the tale and its trajectory since 2014. From an export of ~ USD 469 billion in 2014, India's export hit a whopping 759.93 billion USD export mark

in 2022. India, in its recent trade policy, has kept a stretched target of 2 trillion USD by 2030, by which time India's economy should hit the 7.5 trillion USD mark.

One phrase that defines the Government of India's ambition in exports is BHAG (Big Hairy Audacious Goal). To facilitate this aspirational, ambitious and audacious goal, the Government is walking endless miles with exporters so that they could aid and be instrumental in India achieving its dream of AatmaNirbhar Bharat (Self-reliant) and SarvatraSahayak Bharat (Helping everyone around). A few important points that emerge from the GOI (Govt of India) plan include No Sunset clause – To date, the export policy always had an end period, but now the perks and benefits extended under the New Trade Policy 2023 has no sunset clause. In other words, it will remain in force forever.

Earlier, export policies came with a five-year window, which acted as a bottleneck. For the first few years, the exporter would deploy his capital, time, and resources, build connections, and get quality checks approved. By then, reaping had to start the law changes, hampering business acumen and activity. This small change has altered the exporters' dynamics perpetually and stabilises the entire ecosystem. Restructuring the Department of Commerce – The Department of Commerce has been restructured by the Government of India and made it future-ready and now acting as an enabler to exporters. A trade promotion body has been set up under the Department of Commerce, whose sole aim is to showcase the goods and services of India to the rest of the world. It is acting as a sales engine for the exporters, saving their precious time and money in chasing potential buyers Indian Brands to go global – The new trade policy is now directing India's at least 100 brands to be the champion brands in their respective areas. Recently, Banarsi Pan, BanarsiLangda Mango, Ramnagar Bhabta (Brinjal), and Adamchini Rice have received GI Geographical Indication (GI) tag ensuring that the world recognises the products and quality that come out from various regions of India. E-

commerce & Digital Commerce – Foreign trade policy has been extended to E-com and D-Com (Digital commerce), which is expected to contribute roughly 15 per cent of the total 2 trillion USD exports to emanate from India in 2030. There are two kinds of exports – Services Exports and Merchandise exports (export of Goods). India wishes to excel in both of them. The target for services and merchandise has been set at 1 trillion USD each, which means focus is on manufacturing goods and services. India, in coming years, will be the largest manufacturer and eventually the exporter of drones, defence, and digital exports including semiconductors. The work has already begun, and results will start coming forth in the next couple of years. Finally, Hanuman has realised its inner strength and crossing the Hind Mahasagar is a cakewalk.

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C Shekhar Nambiar-Delegation from top Australian body for relations with India visits IVI community vision screening project

Kolkata, (KCN): A delegation of the Advisory Board of the Centre for Australia-India Relations today visited a community in Meenambakkam, Chennai and distributed spectacles to underprivileged women and men vision screened by India Vision Institute (IVI).

Twenty-six beneficiaries received free corrective glasses at the camp.

The Board members in the delegation included The Hon. Martin Hamilton-Smith, former South Australian Minister for Trade, Ms Catriona Jackson, CEO, Universities Australia, Sammy Kumar, CEO,



Sayers Group, Gunjan Pagare, Executive Manager, Community Investment, Commonwealth Bank, and Amit Singh, Managing Partner, Mandala Partners. The Deputy Consul General of Australia in Chennai, David Eggleston, Ari Nagar, Director, Centre for

Australia-India Relations, and Janaki Raman from the Australian Consulate-General accompanied the delegation. Welcoming the

delegation, Vinod Daniel, CEO, Indian Vision Institute, said "I thank the delegation for visiting the project site and handing over the glasses. It shows the importance members accord to people-people links in the bilateral ties. This gift of clear vision again will be remembered by the beneficiaries for a long time."

The visiting delegation appreciated the outreach work being done by IVI informed Shri C. Shekhar Nambiar, General Manager, Education & Communication, India Vision Institute.

Memorial Dedicated To Journalists Who Died Of Covid Inaugurated In Noida

Noida (KCN): A memorial dedicated to journalists across India who lost their lives due to Covid-19 was inaugurated here on Monday.

The memorial built by the Noida Media Club has names of 497 journalists from 26 states and union territories of the country who died during the pandemic.

"This memorial symbolises our heartfelt tribute to the journalists who died due to the pandemic. It reflects their spirit of devotion to their duty, their desire to strengthen Indian democratic values, and their spirit of 'news



first!," the Noida Media Club said.

BJP vice president Gopal Krishna Agarwal, Gautam Buddh Nagar Lok Sabha MP Mahesh Sharma, Rajya Sabha MP Surendra Nagar, BJP Uttar Pradesh (west) president Satyendra Sisodia, Jewar MLA

Dhirendra Singh, among others, were at the inauguration of the memorial.

Rashtriya Lok Dal president Jayant Chaudhary and farmer leader Rakesh Tikait also paid their tributes to the journalists who died during the pandemic.

Sapling Plantation to Mark Closing Ceremony of "Swachchata Hi Seva 2023" at Eastern Region Headquarters, GSI



Kolkata, (KCN): Geological Survey of India (GSI), Eastern Region Headquarters, Kolkata, under the aegis of the "Swachchata Hi Seva" 2023 event, organised a cascade of events today (October 2, 2023) to mark the closing of the Swachchata Pakhwara. The day long programme was flagged off with paying homage to the

Father of The Nation followed by wall paintings in office premises, plantation of saplings, presentation of an open-air skit enacted by officers and staff of GSI, ER, Kolkata, distribution of first-aid kits and health checkup for Safai Mitras by a medical team from Kothari Hospital, Kolkata. All such endeavours, under the leadership of Smt. Varsha Ashok Aglave, Additional Director General & HoD, GSI, Eastern Region, were themed to arouse the sense of hygiene and cleanliness amongst citizens.

An initiative was taken to place twin-colored bins across multiple locations for proper upkeep of roads in and around the office premises.

"Bapu's Legacy Extends Far Beyond India": Chief Justice DY Chandrachud

New Delhi (KCN): Chief Justice of India DY Chandrachud today said Mahatma Gandhi's ideas have persisted over time as a tool of social change, non-violent ways of life and humanism. The Chief Justice of India was speaking at a programme organised on Gandhi Jayanti in London. "In India, he is lovingly referred to as 'Bapu' which means 'father'. In a spiritual sense, he is a guiding light for all of us. His ideas have persisted over time as a tool of social change, non-violent ways of life and humanism," Chief Justice Chandrachud said.

"Bapu's legacy extends far beyond the boundaries of India. His ideas have inspired countless individuals and people's movements around the world, transcending cultural and geographical barriers. His philosophy continues to influence and guide those who strive for a more equitable and just society," Chief Justice Chandrachud said.

The Chief Justice of

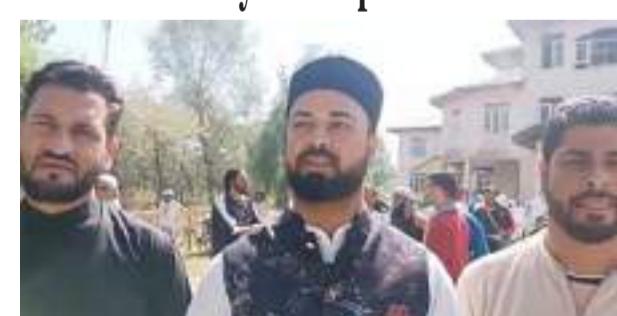


India said Bapu's commitment to social justice and equality continues to "inspire us to fight against injustices". "His unwavering belief in the inherent dignity and worth of every individual serves as a reminder that we must strive for a society where everyone is treated with fairness and respect. Bapu's vision of a more equitable and just society encourages us to challenge systems of oppression, advocate for

the rights of marginalised communities, and work towards creating a society where everyone has equal opportunities and access to necessities," Chief Justice Chandrachud said.

He said Bapu's lessons on sustainability are a guiding light for today's world. "As we face the pressing issue of climate change and environment challenges, his emphasis on sustainability and on living in harmony with nature and practising sustainable lifestyles provides us with valuable guidance," the Chief Justice of India said. "Bapu believed in the philosophy of 'plain living and high thinking', thus advocating for a lifestyle that is mindful of our impact on the environment. His ideas on sustainability remind us of the importance of contentment and responsibility

Nasir Meet State Secretary & Incharge Kashmir Province Lok Jan Shakti Party held a press conference at party office handwara



Handwara (Aasif Malik): While addressing the press Nasir Meer told he wanted to highlight key points regarding the negligence of Labor Department. Further while explaining Nasir Meer said that labor department is sleeping in deep sleep as no inspections are being done by the department. Meer further explained that provisions of Employment state insurance act are being violated by organizations

and no action is being taken by the concerned department. Also provisions of Minimum Wages Act are being violated especially by private schools by paying minimum salary to the most deserving so called nation builders of the society i.e. teachers. Meer requested the authorities kindly pay attention to the wages of private school teachers as this is the community who contribute to the nation



PM visits an exhibition at the laying foundation stone of various projects at Gwalior, in Madhya Pradesh

BJP Lacks Cohesion

Bhubaneswar (KCN): While the Governing Biju Janata Dal (BJD) is reigning supreme in Odisha's political scenario, there should be no doubt that the Bharatiya Janata Party (BJP) is a possibility having all potential to become the future. The saffron party which was reduced to almost 'Zero' after breaking of the BJD-BJP alliance in 2009, has emerged from the ground zero situation and become the state's principal opposition party in a span of one decade in 2019. Therefore, the BJP has a future while the Congress boat is gradually sinking with

consecutive elections. However, can the saffron party snatch away power from BJD after the 2014 elections? Beginning from Amit Shah to Dharmendra Pradhan and Mammoan Samal, all are optimistic on BJP coming to power in Odisha after next general elections for the State Assembly and the Lok Sabha elections. It may sound strange keeping in view the present mood of the saffron party in the state, lack of cohesion in the state unit of the party and absence of a powerful and charismatic leadership to lead the saffron brigade. The BJP has been lacking in these

points, which are the major hurdles before the party. The BJP leadership is optimistic that its next success is apparently based on its earlier performances in 2014 and 2019 general elections. In 2014 assembly elections, the BJP's vote share in Odisha was only 18 per cent which made a long jump and touched 32 per cent in 2019 polls, a growth of 14 per cent. Similarly, the saffron party which secured 21.5 percent of votes in 2014 Lok Sabha polls, increased its vote share to 42.80 per cent, a growth of 16.81 per cent. Taking average growth,

the party increased its vote share by 15 per cent in a span of five years between 2014 and 2019. In the same yardstick and if one goes by the statistics, the BJP in 2024 polls may increase its vote share to 45 per cent, more than the vote captured by the ruling BJD.

However, in politics, two plus two does not always make four. It may be 4 or 44. Therefore, it may be wrong if one concludes that BJP is all set to form a government in Odisha. There are several factors which altogether create an atmosphere for a political party to win the confidence of the people

and form government. Naveen Patnaik's regional party, though huge in size, has all the ingredients to form a government. There is absolutely no challenge to the leadership of Naveen Patnaik and he is the Supremo in the regional outfit and there is no second leader in BJD. People of Odisha know that stamping their votes on conch symbol is strengthening Naveen Patnaik, a leader having trust of crores of people in the state.

But, when it comes to BJP, there is no such leader in the lotus party in Odisha to match Naveen's charisma. This is not all. There is

also not one leader on whom the people will trust and vote for him. Hence, Odisha BJP leadership lacks charisma as Naveen has. The only face to which the people of Odisha recognize is Prime Minister Narendra Modi. It is in fact difficult for the people to decide whom to vote for if they cast their mark on the lotus symbol.

In a recent event, senior BJP leader and Union Minister Dharmendra Pradhan said that the BJP will go to twin polls for Lok Sabha and Odisha Assembly next year without projecting anyone as party's chief ministerial candidate.

The party will elect its leader for the number one post after elections as it has done in some other states like Maharashtra and Haryana. At the same time, Shri Pradhan also claimed that the BJP will form government in Odisha after the 2024 twin elections. Will BJP's strategy in this regard bear fruit or the party will be frustrated as earlier?

The supporters of BJP including village level party workers are confused over the state leadership. When Manmohan Samal is made the state president, he is unable to form his own team in districts.

All the district presidents have served for long time and Shri Samal had been unable to replace them, though he sincerely wants to present a new team. A state president used to implement party programs through the district presidents. If the district presidents are not up to the expectations of the State President, what can he do? How to implement programs and also strengthen booths at the village level? Things are really difficult for Shri Samal as he will be accountable for both the good and bad performance of the party in Odisha.

Special Honor to the 'Vanik' from Samalei Sena



Bhubaneswar (KCN): In a heartwarming celebration of talent and dedication, the renowned educational institution 'Vanik' in the capital city has been accorded a special honor by the Western Odisha Samalei Sena. The occasion was the auspicious Nuankhai Vethat program, organized by the Samalei Sena Social Service Institute, held at Utkal Mandap in Bhubaneswar. The event

Chattoi, were recognized for their exceptional contributions to shaping a brighter future for students.

The recognition was part of the special Nuankhai Vethat program, organized by the Samalei Sena Social Service Institute, held at Utkal Mandap in Bhubaneswar. The event

witnessed the felicitation of exceptional talents in various domains, including social service, art and architecture, culture, and education, among others. Distinguished dignitaries from Western Odisha graced the occasion to applaud and honor these outstanding individuals. The 'Vanik' educational

institutions have carved a unique niche for themselves with an unwavering commitment to excellence in education, and this recognition serves as a testament to their dedication.

Mr. Subrata Chattoi, the founder of 'Vanik' educational institution and a prominent youth leader of the BJD, expressed his gratitude during the ceremony. He extended his thanks to the people of Western Odisha, along with the dedicated staff, managers, and advisors of the Sena Institute, for bestowing this special honor. In his words, "It is inspiring to move forward on the path of resolution." This honor is a moment of immense joy and pride for the entire 'Vanik' family, marking yet another milestone in their pursuit of educational excellence.

Passing of Women Reservation Bill 2023 marks a milestone for gender equality in Indian politics: Governor



Hyderabad, (KCN): "Women Reservation Bill 2023 reflects Prime Minister Narendra Modi's strong leadership and vision for inclusivity and gender equality and this historic legislation secures 33% of seats in Legislative Assemblies and Lok Sabha for women, marking a new era in Indian politics," said Governor of Telangana and Lt. Governor of Puducherry Dr. Tamilisai Soundararajan. Expressing her profound

gratitude to the Government of India and Prime Minister Narendra Modi in a "Thanks-Giving Programme for the Women Reservation Bill 2023", she said that

the Bill would reflect their unwavering commitment to women's empowerment. Stating that assuming the role of Governor in Telangana, there were no female ministers in the cabinet, the Governor said that she administered the oath to two female ministers. She made it clear that she would persevere in her duties regardless of government protocol. She commented that if someone threw stones at her, she would build a house with them; if someone attacked her with thorns, she would use their blood as ink to write her history. She highlighted the Bill's transformative potential, not only in politics but also economically and socially, urging women to seize this unique opportunity to participate in politics and make their voices heard nationwide. Eminent women from diverse fields echoed these sentiments, emphasizing the bill's impact on gender disparities and India's global status.

MERI MITTI MERA DESH Campaign Launched



Imphal (KCN): 69 BN CRPF along with its team of officers and jawans in coordination with civil authorities/local police organized the campaign MERI MITTI MERA DESH under the aegis of Aazaadi ka Amrit Mahotsav in oneness with nation for Amrit Kalas Yatra in Kangpokpi district despite all odds coupled with ongoing ethnic crisis in the state, however the campaigning team was able to reach out approx 22 villages under Saittu and Kangpokpi rural sub

divisions of Kangpokpi district and motivated the villagers in which male, female and children participated in the program willingly with full of enthusiasm besides civil authorities DC, SP, SDO, civil, SDPO concerned along with locals made the event a grand success



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Dalmia Bharat Foundation Signs MoA with BSL to Enable Social Transformation in 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 Jharkhand by upskilling 600 youth, annually. The aim of the MoA is to establish a skill training centre to impart short term, placement-based courses to local youth in the surrounding villages through DBF's DIKSHa (Dalmia Institute of Knowledge and Skill Harnessing) centre. The MoA was 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 Chief Executive 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 partnership with BSL and 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 DIKSHa facility 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 trades for self-employment and trades such 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.

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.

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

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.

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 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.

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 lies in reaching out to a wide audience across India and globally—and communicating the campaign's features. The campaign won the 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" beginning from October 6, 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. 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 playing an 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. An interesting Bootcamp was conducted at IIT Bhubaneswar and it collected 10 Ideas with participation from 78 Students.

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.

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."

How World Cups bring the best out of captains

New Delhi: The muggy April night was dark, but Wankhede Stadium shone bright with lights beaming down from its giant towers. Forty-two thousand spectators had just been silenced as Virat Kohli drilled a return catch to Tillakaratne Dilshan, leaving India at 121 for 3. A target of 275 seemed far away. And down the pavilion steps came MS Dhoni.

A collective buzz went around; the captain was not in form, but was still promoting himself above Yuvraj Singh who was. But Dhoni was not being impulsive or merely bold and innovative. He knew he had to tackle and neutralize Muralitharan before Yuvraj came to bat. Paddy Upton, the mental-conditioning expert with the Indian team, whispered to Kirsten, 'Dhoni will win the game for us.' In his book, *The Barefoot Coach*, Upton explains Dhoni to us, 'It is not emotional control but the lack of access to emotions...' a

performance enhancing gift from birth.' MSD began slowly, 2 off 10 balls, 13 off 24.

And then he thumped Murali to cover off his back foot for a boundary. The rest is history. As Dhoni hit Kulasekara into the stands at long on, the crowd went berserk. The captain merely twirled his bat and picked his souvenir stump. Later as his teammates, danced, jumped and wept, Dhoni was by comparison, sphinx-like. Courage, brilliance, nerves of steel, but most important, a tranquil mind that realized long ago that triumph and disaster are mere imposters.

Perhaps the template for heroics by World Cup captains was set at the first-ever World Cup final in 1975. With West Indies tottering at 50 for 3, out came bespectacled Lloyd, in his characteristic stooping gait, with a bat that looked like a match stick in his hand. What followed was carnage as Lloyd tore into the

Aussies. While white-haired, 40-year-old Kanhai, unrecognizable from the pomp of his youth, gave him sedate company, Lloyd pummeled 12 fours, 2 sixes and hit a century of 85 balls. The bowlers he belted were Lillee, Thomson, Gilmour and Walker. Remember, there were no field restrictions in those days. Chasing 292, Australia panicked their way to four run outs and a defeat that was bigger than the 17-run margin. West Indies in 1975 had not become the unstoppable juggernaut; they were just starting to rebuild after the Sobers era. Richards and Greenidge were new, as was Roberts. Holding, Marshall and Garner had not arrived. Lloyd made all this irrelevant that June evening. Face almost inscrutable, Clive Lloyd lifted the first ever cricket World Cup trophy.

The most vivid Indian cricket photograph is of course that of Kapil Dev lifting the Prudential Cup



in June 1983. The team went as no-hoppers, the odds deservedly 66 to 1 on India. Srikanth, the irrepressible story-teller, says he asked his wife to join him on the World Cup tour so that they could 'watch the final' and proceed to USA on holiday. Kapil torpedoed all that. Every cricketer in that 1983 team will swear that Kapil's 175 not out to pull India from 17 for 5 against Zimbabwe, is the greatest one-day innings by an Indian.

Defending just 183 in the final, it was Kapil's catch - running miles backwards to finish Richards - that opened the floodgates. Kapil's tactical nous was also fully tuned on through the tournament. The much higher use of Mohinder Amarnath in conditions that favored his gentle swing; preferring Kirti Azad to Shastri at the latter end of the tournament; and harnessing Balwinder, Binny and Madan Lal with himself for a canny

toothy grin has never been matched by any winning captain.

Australia went through their lowest period in the mid-eighties. Chappell, Marsh, Lillee, Thomson, they had all gone. Hughes had thrown in the towel, finding the burden of leading unbearable and Allan Border inherited a down-in-the-dumps team.

But it was the perfect job for the most obdurate left-hander in cricket history. No one else could have snarled and berated, coaxed and shown teammates by personal example, what the baggy green cap meant.

With Bob Simpson as coach, Border formed a partnership that reshaped Australian cricket history. The first step in the turnaround was that tied Test match in Chennai, exactly a year before WC 1987. A tie that felt like a loss to Indian cricketers and like a win for the Aussies. It was the game that lit their flame

again. So connect this to their triumph in the lengthening shadows at Eden Gardens in November 1987. With England cruising at 135 for 2, just 119 to get, Border brought himself on.

Branded forever in public memory is the visual of Gatting caught reverse-sweeping the part-time left-arm spinner. Border gambled and won. Finals usually claim all the attention but people also remember that Border won tough matches on the way, never afraid to throw his young teammates into the most challenging situations.

Be it the one run win over India in their first game or the semifinal against Imran Khan's Pakistan at their citadel in Lahore.

The World Cup seems to bring out the best from the captains. Not only do they raise their game but their strategic and tactical acumen acquires an inspirational edge, often giving them match-winning breakthroughs.

India land in Thiruvananthapuram sans Kohli

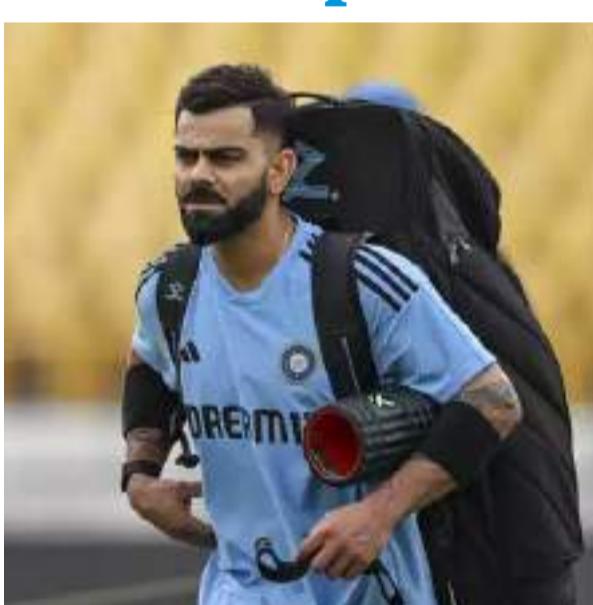
New Delhi: The Indian team has arrived in Thiruvananthapuram, but without Virat Kohli. The star Indian batsman requested permission from the team management due to a personal emergency. He flew to Mumbai from Guwahati and is expected to join the Indian team in Thiruvananthapuram on Monday.

"A source from the Board of Control for Cricket in India (BCCI) confirmed that he went to Mumbai for personal reasons. 'Virat will rejoin the team soon,' the source said something a spokesman for the team also confirmed. The other members of the contingent arrived in the

Kerala city after a four-hour flight on a special aircraft on Sunday evening.

As the Indian team reached Thiruvananthapuram for the second and final warm-up game against the Netherlands on Tuesday, wet weather seemed to be following them from the extreme east down to the south. Their first warm-up game against England was cancelled due to rain without a single ball bowled. It may not come as a surprise if the second game too meets a similar fate. There is a chance that Tuesday's match could also be affected by inclement weather, either fully or partially.

The weather was not



favorable on Sunday, with the city experiencing intermittent rain. The team has scheduled a practice session for Monday, but it is subject to weather conditions. "Team India

will have an optional training session from 2 PM onwards at the KCA - St Xavier's College Cricket Ground, Thiruvananthapuram, weather permitting," said the team's spokesman.

So far, three games have been affected by rain, with two of them taking place in Thiruvananthapuram, between South Africa and Afghanistan on September 29. The Australia-Netherlands match on September 30 was reduced to a 23-over contest but couldn't be completed. New Zealand and South Africa are scheduled to play on Monday before India takes on the Netherlands on Tuesday.

India start their World Cup campaign against Australia in Chennai on October 8. The championship kicks off on October 5 between last World Cup finalists, England and New Zealand, in Ahmedabad.

New Delhi: Pakistan all-rounder Shadab Khan acknowledged his recent dip in bowling form but was quick to point out that there was no shortage of skills to turn it around. The Pakistan vice-captain has picked 13 wickets in 11 ODIs.

"I do understand that my recent form is not good, but I have the skills," Shadab said in a press conference in Hyderabad.

"Just that when you are not performing, you are mentally a bit down, but skill-wise, there is no issue. From the mental aspect, things have changed after I got the rest, and hopefully, we will give a good performance in the upcoming World Cup."

In summary, the ICC ODI World Cup 2023's opening ceremony promises to be a harmonious blend of music, culture, and sportsmanship, setting the perfect stage for the cricketing action that will follow. Cricket enthusiasts, music lovers, and fans of entertainment alike are in for a once-in-a-lifetime experience on October 4th as Ahmedabad prepares to host this unforgettable event at the Narendra Modi Stadium.

can make good decisions when you are relaxed mentally," he added.

While being optimistic about his own revival, Shadab also threw his weight behind Fakhar Zaman, who too has struggled for runs and didn't get to bat in the opening warm-up fixture against New Zealand in Hyderabad on October 29.

"He is a big player for us, an impactful player, and whenever he performs, the team wins. His three centuries this year have come in winning causes and every team wants this kind of players to play for their side. We have no doubt about his ability, and we back him as he is a world-class player," Shadab said.

Pakistan begin with their first two matches in Hyderabad, while their next seven league stage fixtures are spread out to four other venues in Bengaluru, Kolkata, Chennai and Ahmedabad. Shadab reckoned the key for his team, and perhaps most of the other title aspirants, will be to quickly adapt to different conditions and across the country as well as keep a keen eye on fitness levels.

Pakistan have already lost one of the best bowling assets in Naseem Shah to a shoulder injury.

"Conditions will change as we will be playing in different venues, and we have to adapt to conditions very quickly, fitness-wise as it's a long tournament and the Asia Cup saw some fast bowlers getting injured. So fitness will be a

concern for all teams but hopefully not for us as we lost one of the key players and we don't want any other fitness issues," Shadab said.

Two days after New Zealand comfortably chased down Pakistan's 345/5 in just 44th over in the warm-up game, Shadab felt winning the showpiece event will come down to which team bowls the best.

"This is my feeling: the team that bowls well will win the World Cup. Given the conditions, it will be difficult to contain the batters and pick wickets, given the nature of flat tracks and small boundaries. So I feel the team that bowls well will win the tournament, and we have world-class bowlers, and as a bowling unit, if we perform well we will become champions," he said.

From Ranveer Singh's Dance Performance To Arijit Singh's Live Concert: All You Need To Know About ICC ODI World Cup 2023's Opening Ceremony

New Delhi: The countdown to the ICC World Cup 2023 has begun, and it's set to kick off with a bang. On October 4th, the world will witness a grand opening ceremony at the iconic Narendra Modi Stadium in Ahmedabad. This day, aptly named Captains' Day, will usher in the cricketing extravaganza, commencing at 7 PM IST.

The Board of Control for Cricket in India (BCCI) has pulled out all the stops to make this opening ceremony truly unforgettable. Bollywood's finest, including the energetic Ranveer Singh, will grace the stage, promising an extravaganza of dance and entertainment. But

it's not just about glitz and glamour; it's about the music too. The ceremony will feature renowned singers Shreya Ghoshal, Arijit Singh, and the legendary Asha Bhosle, ensuring a night of musical magic.

Prepare to be dazzled as the opening ceremony will be a visual spectacle like no other. A mesmerizing laser show and breathtaking fireworks will light up the sky, creating an unforgettable moment. But it's not just about the visuals; the ceremony will also celebrate India's rich heritage, showcasing the nation's cultural diversity. Adding to the grandeur, captains from all ten participating teams will grace the occasion, adding a touch of

prestige to the event. And here's some exciting news for fans – those with tickets for the England vs. New Zealand opening match will have the exclusive opportunity to attend the ceremony.

The list of performers for the evening is a star-studded lineup. Asha Bhosle, the singing sensation, will captivate the audience with her soulful renditions. Joining her on stage will be the immensely talented Shreya Ghoshal, the versatile Shankar Mahadevan, and the ever-popular Arijit Singh. Ranveer Singh, who was the face of ICC's World Cup anthem, will deliver a captivating performance. And that's not all; Bollywood and Tollywood divas,

including Tamannaah Bhatia, will also set the stage on fire. With the event just around the corner, preparations are in full swing. The stage is set, and rehearsals are underway to ensure a flawless performance.

Breaking from tradition, the opening ceremony will take place a day before the opening match. This decision was made due to the matches starting at 2 PM IST, making it impractical to hold such a grand event in daylight. The evening setting will allow the fireworks and laser show to shine at their brightest. In addition to fans, the top officials of the International Cricket Council (ICC) and the Board of Control for

Cricket in India (BCCI) will grace the occasion. Invitations have been extended to the top administrators of all cricket boards, ensuring a gathering of influential figures at this historic event.

In summary, the ICC ODI World Cup 2023's opening ceremony promises to be a harmonious blend of music, culture, and sportsmanship, setting the perfect stage for the cricketing action that will follow. Cricket enthusiasts, music lovers, and fans of entertainment alike are in for a once-in-a-lifetime experience on October 4th as Ahmedabad prepares to host this unforgettable event at the Narendra Modi Stadium.

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