

## East Coast Railway commemorated World Heritage Day



**Bhubaneswar (KCN):** East Coast Railway celebrated World Heritage Day with fervor and enthusiasm, underscoring the significance of preserving and honoring rich railway heritage. The event, graced by Shri Mohes Kumar Behera, General Manager (I/C), East Coast Railway, witnessed a blend of insightful discussions, artistic expressions, and a shared commitment to safeguarding our cultural legacy. The highlight of the

commemoration was the engaging discourse by Shri Dillip Kumar Samantray, Managing Director of Angul Sukinda Railway Limited, who eloquently shared his perspectives on the essence and importance of railway heritage and its preservation. Chief Guest Shri Behera in his speech, reiterated the paramount importance of safeguarding railway heritage, encapsulating the collective sentiment of the event.

Adding a vibrant touch to the occasion, prizes were awarded to the winners of an art competition held on the occasion. Shri Mohes Kumar Behera, GM (I/C) and Smt. Sharmila Behera, President of ECoRWWO distributed Prizes to the winners of the Art competition. The function was organized at Rail museum. Sri K. K. Khadanga, DGM (G)/ECOR conducted the function and It was attended by Senior Railway officials and staff.

## SBI now offers Real Time Xpress Credit on YONO app

**Mumbai :** With an aim to digitally empower customers and offer additional convenience, the country's largest lender, State Bank of India (SBI) has announced the introduction of Real Time Xpress Credit (RTXC) on YONO. The bank's flagship personal loan product for salaried customers – Xpress Credit has a Digital Avatar now. Customers can now avail RTXC from the comfort of their homes through YONO – which is going to be 100% paperless and digital. The end-to-end 8 step journey would be easy and instant for the customers.

Under Real Time Xpress Credit, Central/ State Government and Defence salaried customers of SBI will no longer be required to visit the branch for availing a personal loan. The credit checks, eligibility, sanction & documentation will now be done digitally in real-time.

Shri Dinesh Khara, Chairman, SBI said, "We are pleased to introduce Real Time Xpress Credit (RTXC) Loan facility for our eligible salaried customers on YONO. The Xpress Credit product will enable our customers to experience a digital, hassle-free, and paperless loan process. We at SBI constantly endeavour to offer technology-led enhanced digital banking experience to the customers in order to simplify banking." The digitalization of Xpress Credit delivery will also help the bank to do away with the need to handle and store enormous paperwork.

## Blenders Pride Fashion Nights arrives in Bhubaneswar

**Bhubaneswar :** Blenders Pride Fashion Nights, a unique travelling experiential property, arrived in the City of Temples – Bhubaneswar – celebrating the authentic spirit of the city through fashion and style. A spirit that echoes with Pride and inspires the creators of today to become icons of tomorrow. Bhubaneswar's 'Made of Artistic Flair' edition for Blenders Pride Fashion Nights, brought together an eclectic evening that blended fashion, culture and dance, celebrating a symbolic amalgamation of homegrown artistry and the unwavering spirit of local talent.

Exemplifying the region's signature weave through a curated evening at the majestic Vivanta, Bhubaneswar, DC Square was Odia designer Sabyasachi Satpathy, whose intricately crafted ensembles drew inspiration from the multicultural city and its colourful history. In a true celebration of Odisha's distinct and masterful craftsmanship, the show was elevated with a captivating performance by the Prince Dance Group – from the small Odisha town of Berhampur – widely lauded for their artistry. The show drew to a finale with none other than actor Diana Penty, who captivated the audience in a beautiful ensemble by the designer. The "Made of Artistic Flair" edition of Blenders Pride Fashion Nights was a beautiful embodiment of the rich craft and cultural heritage of the city in a modern and contemporary setting.

Taking us on a 'Jatra' – The Journey of a Young Woman – the show encapsulated the journey of a woman from post adolescence to her nuptials, navigating the various challenges, trials and significant moments that come her way. The enigmatic journey was captured through the array of colours and textiles that Odisha Bandha/Ikkat offers. Truly encapsulating the spirit of 'Made of Pride', the designer made use of Odisha weave, which is sustainable, hand-woven, organic and a homegrown initiative of design, painstakingly woven by the weavers of Odisha. The upbeat set was a composition designed to narrate the spirit of Bhubaneswar along with the flair of the designer. The evening was attended by the city's A-listers & influencers. The fashion walk truly left the guests mesmerized and engaged.

Through this unique showcase of Pride encompassing diverse talent across creative fields, Blenders Pride Fashion Nights 2022, encourages everyone, especially youth at large to celebrate & take pride in their authentic and individual journeys. The evening spotlighted individuals who take Pride in their choices, are comfortable in their skin and, most importantly, embrace their authentic selves – truly living a life that is 'Made of Pride'.

## Odisha Design Council launches ExpertSpeak – Dialogue with Design Exponents



**Bhubaneswar, (KCN):** ExpertSpeak, a series of design dialogue with accomplished design exponents was launched this week at ODC School of Design Bhubaneswar with an attempt to deconstruct design as a career and its immense potential among the local diaspora with a focus on youth. ExpertSpeak kicked off with a captivating conversation with Shivani Gadkari, Lead Accenture, Dubai. Her expertise is mostly in the domain of User Experience design. She also happens to be a former student of Prof Paresh Choudhury, an acclaimed Design Mentor and founder of ODC School of Design. Odisha Design Council (ODC) is currently in the process of rolling out the first Exclusive Design School in Odisha in collaboration with Government of Odisha. A not-for-profit social enterprise, based at Bhubaneswar ODC comprises leading names in design fraternity and encourages Education and invests in R&D pertaining to unique approaches to design. Odisha Design Council initiated by Prof Paresh Choudhury. ODC is continuously tapping and leveraging on the vast global community of designers, design mentors, design students, design educationists and design enthusiasts

worldwide with a focus on: "Designs for the greater good". The talk kicked off with Shivani Gadkari narrating her professional journey that post her design degree. She emphasized on her shifting focus from sustainability to the corporate domain based on the valuable lessons learnt in terms of design principles and methodologies at the school that she applies to her work currently. Narrating her professional growth, she mentioned that it was critical for her to break the glass ceiling in terms of tuning on to growth opportunities overseas. She emphasized that there is a growing requirement to focus on the regular things that we use on a daily basis and then improve product design to enhance user experience. She also spoke of challenges faced as the design lead, and how she managed to overcome them combining it with her UI/UX Design Industry Insights. She went on to describe the evolution of UI/UX design in recent years, especially in the context of emerging technologies like AI, AR, and VR. The promising trends and innovations in UI/UX design for the future too were discussed elaborately. Advising aspiring designers, students and budding designers she

said to build a successful career in UI/UX design youngsters need to focus on specific skills and cultivate them. She pointed out that collaboration and team dynamics play an integral role in successful design projects. It is critical to you navigate differing opinions and creative visions in a team environment she underlined. Shivani underlined that ODC School of Design has the potential to nurture and empower the next generation of designers. With its mandate to create better spaces, better products and spaces, systems and services to enhance user experience there is scope of integration with urban planning and drawing from the heritage art & crafts in the ecosystem. ODC is attempting to reframe the linear relationship between academics, industry and policymakers in government to shape an inter dependent collaborative community to boldly develop design led proficiencies and cultivate attitude for multiprong growth. Earlier, in 2021 ODC had hosted Odisha design week in the lines of Goa Design Yatra, Hyderabad and Kochi Design Week, on virtual mode with an impressive lineup of artistes and designers of global repute.

## Experience the best-in-class customer services at 11 new Alpha Service Centers across India

**Bhubaneswar :** Sony India is expanding its Alpha Service Network across 11 cities in India including Mumbai, Coimbatore, Jaipur, Pune, Hyderabad, Ahmedabad, Trivandrum, Chennai, Indore, Bhubaneswar and Guwahati. This is expansion for Alpha Camera body and lens repairs facilities is a testament to the brand's continued dedication to customer satisfaction. Sony now has the widest service network of after sales support for Digital Imaging products with 8 service centers for lens repairs, 18 service centers for Alpha Camera Body repair, 40+ service centers which can offer basic services like CCD Imager cleaning and

firmware updates and 220+ collection centers pan India. The service centers are equipped with necessary jigs and tools to deliver best quality repair of Alpha camera body, Camera Lens, Professional Cameras and other digital imaging products like Digital Still Cameras and Camcorders. Customers can also avail instant services for basic supports like CCD Imager cleaning and getting the latest firmware update to enjoy best performance from their products. The friendly customer care staff at these service centers will help customers to register their in-warranty

products on Sony Alpha Community portal to enable them avail free of cost additional one year warranty on applicable products. Speaking on the occasion, Mr. Mukesh Srivastava, Head of Digital Imaging Business at Sony India, said, "By supporting and assisting partners in local markets, Sony aims to ensure customers receive exceptional service and satisfaction along with quicker and faster turnaround at all outlets across the country. The new service centers will offer customers a seamless experience across multiple touch-points to provide a consistent brand experience that surpasses expectations."

## ATLAS OF AFFLUENCE - INDIA'S FIRST EVER WHITE PAPER ON LUXURY LAUNCHED AS A YEARLY FEATURE

**Mumbai:** Amidst leading luminaries of industries spanning across the business of luxury, the Atlas of Affluence (AOA) 2022 has been launched in Mumbai. Created by The Voice of Fashion (TVOF), a division of Reliance Brands Limited, the daily digital magazine that tracks and leads conversations on Indian fashion, design, crafts and retail, AOA 2022, is the

first such wide and deep white paper from India that dissects consumer behaviour studied through the prism of luxury. A collective reflection on what affluence means in India spiked during the two years of the pandemic. Charting the post-pandemic market and the clearly altered consumer mindset through a specially commissioned study

across six cities and markets of India, AOA 2022 has been published as a book with exclusively commissioned artworks. This study uses the time graph of "pre-pandemic" and "post-pandemic" months to specify a comparative matrix. It also helps debunk long-held ideas about what affluence and luxury have meant to Indians.

## NSDL launches "Market ka Eklavya- Express" in 75 cities to mark 75 years of Independence

**Mumbai:** India's largest depository, National Securities Depository Limited (NSDL) launched 'Market ka Eklavya- Express', an online investment awareness program for students that will be conducted in 8 different languages including Hindi. The program would serve as a beginner's guide for investing for the youth.

To mark the significance of Azadi Ka Amrit Mahotsav, an

initiative of Government of India to celebrate 75 years of independence and the glorious history of our people, culture and achievements, NSDL has launched a new initiative towards investor awareness 'Market Ka Eklavya - Express' across 75 cities, especially aimed at the college students who would very soon be entering the phase where they would start earning and naturally,

look for avenues of investment. Earlier this month, Market ka Eklavya (5-hours program) was launched by the hon'ble Finance Minister of India, Smt. Nirmala Sitharaman at the silver jubilee event of NSDL. On the launch of the initiative Ms. Padmaja Chunduru, MD & CEO, NSDL said, "Azadi Ka Amrit Mahotsav is a special initiative launched by our Prime Minister to

celebrate and commemorate 75 years of India's Independence. Our program has been particularly aimed to create awareness about the financial markets to the young minds who will be the future of our country. In this Amrit Kaal, our digital education initiative focuses on building a path towards Financial Freedom for our youth, symbolizing the spirit of Atmanirbhar

Bharat." Students across India will benefit from this program as it does not restrict to just an area of the population. The program will be conducted for 1 hour and mainly educate the students on demystifying the jargons, 3I's – types of Income; Inflation and its impact; types of Investment; 3S – Start early- Power of Compounding, Spread wide, Stay long etc.

## Jindal Stainless signs MoU with SCTEVT, Odisha to train future-ready stainless steel professionals

**Bhubaneswar:** Odisha's State Council for Technical Education & Vocational Training (SCTEVT) today signed a Memorandum of Understanding (MoU) with Jindal Stainless to promote technical education in the field of stainless steel and its various applications. Under this MoU, stainless steel courses will be introduced in all the Polytechnic colleges in Odisha from June 2022. The MoU was signed by Vice Chairman,

SCTE&VT, Shri Reghu G (IAS) and Unit Head, Jindal Stainless Limited (JSL), Shri Deepak Agrawal. Dignitaries present at the ceremony included Chairman, SCTE&VT and Principal Secretary to Government, Skill Development and Technical Education (SDTE) and Industries Department, Shri Hemant Sharma (IAS); Additional Secretary, SDTE, Govt of Odisha, Shri Tapan Satpathy (OAS); Resident Director, JSL, Mr SS

Upadhyay, and General Manager, Sales & Distribution, Mr Ranit Rana. Commending the development, Chairman, SCTE&VT and Principal Secretary to Government, SDTE and Industries Department, Shri Hemant Sharma (IAS) said, "This collaboration with Jindal Stainless will enhance the learning experience for students and faculty both, as it will give them insights about and practical exposure to the stainless steel industry."