

Odisha's Development Through Tourism



By Rasmi R. Mohanty

Odisha, a maritime State, on the east coast of India, is bounded by West Bengal and Jharkhand on the North, Andhra Pradesh on the South, the Bay of Bengal on the East and Chhattisgarh on the West. Its location is between 17°49'N to 22°34'N latitudes and 81°27'E to 87°29'E longitudes. The State ranks eleventh in terms of total population and ninth in terms of total

area. It has a total coastal length and perpetually washed by the blue waters of the Bay of Bengal. The state is endowed with a vast reserve of mineral and natural resources like: river, fountain, mountain, hills, forest, abhayanaya, pilgrims, historical places etc. The state has worldwide unique recognition for its works of Appliqué, Metal Crafts, Silver Filigree, Patta Chitra, Pipili Chandua, and

Sambalpuri Bastralaya as well as high attraction both in domestic and international markets for its exquisite Art and Crafts. The state like Odisha offers immense tourism delight and pleasure to the visitors owing to its rich and varied topography, vibrant culture and captivating festivities.

Odisha is a land of deep rooted heritage and history dating back to several centuries. The

Cont... page-5

Unemployment Remains Unsolved

By Lalit K. Tripathy

Bhubaneswar: One of the major problems of India is unemployment. Unemployment means the state of being without any opportunity of earning one's livelihood. In the good, old, golden days when the population of the world was smaller, there was hardly a person who was not employed in some way or other to earn a living. But this situation no longer exists. In those days, most people lived in the rural areas and depended on agriculture and cottage industries. But industrial civilization

brought about a change in the situation. It introduced machines, and as a single machine can do the work of many men, it naturally threw many persons out of employment. No doubt, this industrial civilization has greatly increased the wants of and opened up many new opportunities for employment. But this increase in scope for employment has not been able to absorb the men discharged.

However, the automation of works has complicated the unemployment problem in India. The highly sophisticated

machineries are run by skilled and trained people. On one hand, the skilled people get employed in these large industries. But, a large mass of unskilled Indians finds it hard get a job that suits their skills.

The population of our country is ever-rising. The abnormal rise in population has intensified the problem of unemployment in India. That is why the problem of employment has been getting more and more acute every year.

It is the responsibility of the State to provide

Cont... page-5

Nabakalebara: Protocol for Neema Daar

By Nijhum Tripathy

Bhubaneswar: Nabakalebara denotes the new body in Odia language and the deities of the grand temple Jagannath, Balabhadra, Subhadra

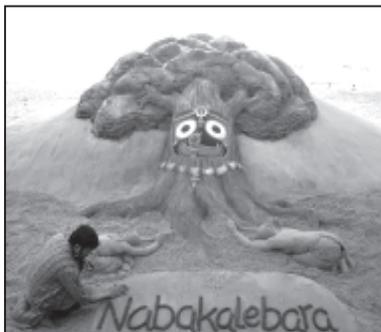
and Sudarshan undergo exactly the same on the great occasion. This change-over of bodies takes place once every 8 to 18 years depending on the almanac positions as per the

Hindu calendar. It is usually held in a year when the month of Asadha is followed by another Asadha. Accordingly the previous 'Nabakalebaras' took place in the years 1969, 1978 and 1996 and recently held in 2015.

Holy Trees

Nabakalebara is the periodical replenishment of the wooden images of Lord, Jagannath, Balabhadra, Subhadra and Sudarshan that is happened in Puri temple of Odisha. 2015 was the fortune year, where Nabakalebar

Cont... page-5



Know Sex, No AIDS

By Sambit Pradhan

The title of the article is sufficient to make you jump to other article and recheck this article when you will be alone. Generally it is the characteristic of Indian people. We don't want to talk about sex. It's a taboo for our society and against our Indian culture. It diverts our minds from rights path.

It's a dirty thing for our culture as well as our character. So sex has been always treated as a secrete topic. Women

have to be some extra careful than men related to sex. As per as our Indian culture is concerned, we should be sexual after the

present days, it creates big challenges for India. Before some days a 9th class school girl was found pregnant in Malkangiri district of

Odisha. It's not the time to blame that girl or blame that boy who was responsible for. It's the consequences of lack of awareness about sex and its impact.

In India, child sexual abuse is rampant. Regarding to a report,

Cont... page-5



marriage for the purpose of child production.

In an abstract sex is a hidden interest and also a secrete topic. But at



Artist Sudarshan Patnaik creating a sand sculpture on World Twenty 20 Championship on Puri beach | IMS PHOTO

Editorial

SUMMER PRECAUTIONS

Summer can be enjoyable—if you can avoid overheating. During summer, we should take special care to prevent diseases like dehydration and many such diseases. With the increased temperature in city over the last few days, it is advised to take necessary precautions to stay healthy in summer when people tend to hydrate themselves with unhealthy food and drinks. We have to take precautions in our diet and personal hygiene. Staying indoors during summer, using caps and umbrellas to protect from ultra-violet radiation can be helpful. IMD sources said temperature during most of days at the end of April are reported to be height. The situation will not be different in May. The department has also predicted thunder showers as this is a natural process where nature balances when the temperature shoots up continuously for a few days. So be prepared and beat the heat.

Baby Boomer

By Sanjita Sethy

I am a baby boomer, one of the many children born in the years soon after the Second World War when all the surviving armed forces returned home and started families. All over the country, schools were built or expanded. My own senior school used to have 200 pupils, but within two years this shot up to more than 2,000.

There were advantages. The large numbers of course required large numbers of teachers, so we weren't stuck with just a few. Many of the staff had trained in unconventional ways – former army chaplains, or those injured in the war, who took very short intensive training. We had one French teacher who admitted openly that he was only a page ahead of us in the book as he was actually a history graduate. We

had a former coal miner teaching us religious education – he had spent the war down the mines and then retrained, and there was a German teacher who was actually a trained rabbi – a refugee from Hitler's Germany.

Because they came in fresh, and all together, they weren't bound by old established ideas, but were innovative. There was no National Curriculum in those days, so as long as we could pass the exams they could teach us how they liked and what they liked.

Baby boomers are now reaching retirement age. They just don't work for money any longer. They feed the homeless, run charity shops, ring church bells, clean up canals, go on archaeological digs, care for grandchildren -

all this when they aren't digging their gardens, cheering on their local teams, travelling round the world, or going to college.

And this is a generation who knows how to celebrate. I am invited to all sorts of things these days - everything from just a sunny day, to the tenth anniversary of a kidney donation.

We grew up in a very different age, but somehow we have managed to adapt: Most of us are keen Face bookers, and we know how to Google for information, shop online and use Skype to keep in touch.

My daughter is actually jealous that I grew up to enjoy the 1960's and its music and fashions, and I am really glad that I'm a baby boomer, but then I bend down to pull out a weed, and realise I'm a baby no longer.

Samba Dashmi

By Nijhum Tripathy

Samba Dashmi is a festival of Odisha and it is celebrated on the tenth day of Shukla



Paksha in Posh Maasa. The Legend behind celebrating this day goes back to the Dwapar Yug, the era of Lord Shree Krishna. Samba, son of Lord Krishna, was afflicted by leprosy and was cured by the Sun God Surya after 12 years of penance near Konark. Hence, mothers started to pray to Surya for the health of their children.

They offer an exclusive sweet dish for each member of the family. Mostly Odia specialities are kakera, manda, rasgulla, chenna jhili and so on. Along with the unique sweet offering khichdi (Sweet rice cooked with pulses), Dalma or Mix vegetable curry and kheer is also offered.

Puja takes place in the Tulsi plant known as 'Chaura' in Odia language. A bowl of turmeric water with a betel nut is placed along with the offerings.

The mother look in this turmeric water bowl to view the Sun God and make the offerings. In the evening, a special Odia dish known as Budha Chakuli is made which is basically a thick dosa with small cubes of coconut in it. This evening puja is known as Mahakaal puja which is offered to Dharamraj Yama.

Smart City Project to Improve Urban Lives

The conceptualization of Smart City varies from city to city and country to country, depending on the level of development, willingness to change and reform, resources and aspirations of the city residents.

In the imagination of any city dweller in India, the picture of a Smart City contains a wish list of infrastructure and services that describes his or her level of aspiration. To provide for the aspirations and needs of the citizens, urban planners ideally aim at developing the entire urban ecosystem, which is represented by the four pillars of comprehensive development –

institutional, physical, social and economic infrastructure. This can be a long term goal and cities can work towards developing such comprehensive infrastructure incrementally, adding on layers of 'smartness'.

In the approach to the Smart Cities Mission, the objective is to promote cities that provide core infrastructure and give a

decent quality of life to its citizens, a clean and sustainable environment and application of 'Smart' Solutions.

The Smart Cities Mission of the Government is a bold,



new initiative. It is meant to set examples that can be replicated both within and outside the Smart City, catalyzing the creation of similar Smart Cities in various regions and parts of the country.

The purpose of the Smart Cities Mission is to drive economic growth and improve the quality of life of people by enabling local area development and harnessing technology,

especially technology that leads to Smart outcomes. Area-based development will transform existing areas (retrofit and redevelop), including slums, into better planned ones, thereby

improving livability of the whole City. New areas (Greenfield) will be developed around cities in order to accommodate the expanding population in urban areas.

Smart City Features
i. Promoting mixed land use in area-based developments – planning for 'unplanned areas' containing a range of compatible activities and land uses close to

one another in order to make land use more efficient.

ii. Housing and inclusiveness – expand housing opportunities for all;

iii. Creating walkable localities – reduce

congestion, air pollution and resource depletion, boost local economy, promote interactions and ensure security.

iv. Preserving and developing open spaces – parks, playgrounds, and recreational spaces in order to enhance the quality of life of citizens, reduce the urban heat effects in Areas and generally promote ecological balance;

v. Promoting a variety of transport options –

Transit Oriented Development (TOD), public transport and last mile Para-transport connectivity;

vi. Making governance citizen-friendly and cost effective – increasingly

rely on online services to bring about accountability and transparency, especially using mobiles, to reduce cost of services and providing services without having to go to municipal offices; form e-groups to listen to people and obtain feedback and use online monitoring of programs and activities with the aid of cyber tour of worksites;

vii. Giving an identity to the city – based on its main economic activity;

Coverage and Duration
The Mission will cover 100 cities and its duration will be five years (FY 2015-16 to FY 2019- 20). The Mission

may be continued thereafter in the light of an evaluation to be done by the Ministry of Urban Development (MoUD).

Strategy
The strategic components of Area-based development in the Smart Cities Mission are city improvement (retrofitting), city renewal (redevelopment) and city extension (Greenfield development) plus a Pan-city initiative in which Smart Solutions are applied covering larger parts of the city.

Core Infrastructure Elements:
Adequate water supply Assured electricity supply, Sanitation, including solid waste management, Efficient urban mobility and public transport, Affordable housing, especially for the poor Robust IT connectivity and digitalization, Good governance, especially e-Governance and citizen participation, Sustainable environment, Safety and security of citizens, particularly women, children and the elderly Health and education.

PM Unveils Action Plan for Start-ups

By Rasmi R. Mohanty

New Delhi: Prime Minister Narendra Modi unveiled an action plan for start-ups on 16 January, 2016 highlighting various initiatives and schemes being proposed by the Government of India to build a strong ecosystem for nurturing innovation and empowering Startups in the country. The Action Plan proposes a 19-point action list which will enable setting up of incubation centers, easier patent filing, tax exemption on profits, setting up a Rs.10,000 crore corpus fund, ease of setting-up of business, a faster exit mechanism, among others.

The Start-up India Action Plan launched by the Prime Minister, Narendra Modi, on 16th January has kindled the spirit of adventure among the country's youth. They can now go ahead with their dream ventures, taking advantage of the friendly ecosystem of easy registrations, liberal finance, tax benefits and a simplified regulatory

system. The diversity of business activity they adopt will boost economic growth, and trigger creation of thousands of new jobs. The Action Plan could not have come at a more opportune time. The country's manufacturing sector faced a slump, while the young entrepreneurs looked towards the Government for ease of doing business. The Action Plan has done more than answering the current situation. It has ended an era of doubt and fear for the young entrepreneurs. They need not sit on the fence any longer and they can take the risk which they wanted to. In the generous package of a protective environment unveiled by the Action Plan, the young entrepreneurs can see a friendly Government, eager to give them a

helping hand. The budding entrepreneurs are getting nurturing support, a stronger incubation network and

jobs only, be it related to agriculture, medical technology, handicraft sectors, and not necessarily IT, he said.

not to worry about failures.

An analysis of the Start-up Action Plan shows that it has more than met the expectations of the Start-up sector. While some features like tax rebates will be effective with the next Budget, the Action Plan should bring cheer

year, and working towards innovation, development, deployment or commercialization of new products, processes or services driven by technology or intellectual property." A Start-up would cease to be a Start-up the day it completes five years from the date of incorporation or registration.

The definition makes it clear that a Start-up should have something new to offer by way of product or service, and this effort should involve technology or intellectual property, confirming thereby the spirit and achievement of young entrepreneur. To keep any doubts away, the Action Plan says that an entity "should not be formed by splitting up, or reconstruction, of a business already in existence."

This means that an entity to take benefit of the scheme has to be new and original, and existing units cannot be broken into smaller entities to take advantage of the scheme.



even an easy exit route.

The most assuring among the Government announcements was the Prime Minister's speech which is sure to galvanize the Start-up movement. He said those wanting to launch their own Start-ups were not driven by money-motive but had a desire to bring about a change. It was this spirit of adventure that the society had to respond to, he said. The country would welcome a Start-up even if it created five

The objective should be to solve a problem; the subject of business should not bother an entrepreneur, the Prime Minister said.

The Action Plan features which drew applause for the Prime Minister included self-certification-based compliance system, no inspections for three years, cheaper patents, offer of public procurement, Start-up Fests and special schemes for women. Modi asked the youth

on the issue of finance and credit also. India may already hold the third position globally in Start-ups, but the Action Plan has brought more confidence in the sector. A strong point of the Action Plan is a clear definition of what a Start-up is. The document says a start-up is "an entity, incorporated or registered in India not prior to five years, with annual turnover not exceeding Rs.25 crore in any preceding financial

Freedom of Press and Journalistic Ethics

By Hemant Ku. Diga

Freedom of the press and journalistic ethics is an important topic today in India — with the word 'press' encompassing the electronic media also. There should be a serious discussion on the topic. That discussion should include issues of the responsibilities of the press, since the media have become very prominent and very powerful.

In India, freedom of the press has been treated as part of the freedom of speech and expression guaranteed by Article 19(1)(a) of the Constitution. However, as mentioned in Article 19(2), reasonable restrictions can be placed on this right, in the interest of the sovereignty and integrity of India, the security of the state, public order, decency or morality, or in relation to contempt of court,

defamation or incitement to an offence. Hence, freedom of the media is not an absolute freedom.

The importance of the freedom of the press lies in the fact that for most citizens the prospect of personal familiarity with newsworthy events is unrealistic. In seeking out news, the media therefore act for the public at large. It is the means by which people receive free flow of information and ideas, which is essential to intelligent self-governance, that is, democracy.

For a proper functioning of democracy it is essential that citizens are kept informed about news

from various parts of the country and even abroad, because only then can they form rational opinions. A



citizen surely cannot be expected personally to gather news to enable him or her to form such opinions. Hence, the media play an important role in a democracy and serve as an agency of the people to gather news for them. It is for this reason that freedom of the press has been

emphasised in all democratic countries, while it was not permitted in feudal or totalitarian regimes.

In India, the media have played a historical role in providing information to the people about social and economic evils. The media have informed the people about the tremendous poverty in the country, the suicide of farmers in various States, the so-called honour killings in

many places by Khap panchayats, corruption, and so on. For this, the media in India deserve kudos.

However, the media have a great responsibility also to see that the news they present is accurate and serve the interest of the people. If the media convey false news that may harm the reputation of a person or a section of society, it may do great damage since reputation is a valuable asset for a person. Even if the media subsequently correct a statement, the damage done may be irreparable. Hence, the media should take care to carefully investigate any news item before reporting it.

Also, sometimes the media present twisted or distorted news that may contain an element of truth but also an element of untruth. This, too, should be avoided because a half-truth can be more dangerous than a total lie. The media should avoid giving any slant to news, and avoid sensationalism and yellow journalism. Only then will they gain the respect of the people and fulfill their true role in a democracy.

Recently, reports were published of paid news — which involves someone paying a newspaper and getting something favorable to him published & this is most improper.

What should be the media's role? This is a matter of great importance to India as it faces massive problems of poverty, unemployment, corruption, and so on.

Social Media Addiction Grips Youth

By Lalit K. Tripathy

Social networking sites such as Facebook, MySpace, Twitter and dozens of others allow people to stay in touch like never before. However, some people spend much time on these sites that it begins to interfere with their lives. Psychologists are referring to this as a social networking compulsion or addiction.

What is an addiction?

1. The habit or behaviour causes some kind of pleasurable sensation.

2. However, in reality the habit is weakening the person in some way, because one begins to need more of the habit to get the same effect.

3. Symptoms of suffering or withdrawal occur when the habit is stopped. Stopping the habit is not so easy, and often unsuccessful.

4. The behaviour or habit conflicts with every day responsibilities, such as family, work or social obligations.

5. Often one will begin to lie, steal or exhibit other negative behaviours, if needed, to maintain the habit or behaviour. This indicates that the habit

now controls the person's life, and not the other way around.

Signs of a Social Media Addiction

As with alcohol or caffeine, some people are able to handle the social media revolution that is sweeping the planet earth. However, more and more people are not able to handle it. Here are some signs to look for that indicates a problem with social media:

1. Spending more than one hour daily at social media sites. Some would say one should not spend more than half an hour daily.

2. Checking Facebook whenever possible. Some people leave the program open and switch back and forth to it while working, for example. Others use a phone App to check it while eating lunch with friends, for example. This is extremely rude.

3. Over-sharing. In an age when many people are very concerned about their privacy, some people are sharing very private information or photos

with their Facebook friends or on other sites. A possible reason for this is to gain approval

on the social networking sites than they are with real face-to-face social relationships. One can

want friends to know how they really feel, as they might not continue as friends if they knew.

Another example is spending more than fifteen minutes thinking about what you ought to type for your status update. Afterwards, do you eagerly anticipate how others will respond to it?

8. Reporting. There are "friends" who often appear on our newsfeed with some status update, check-in, posting of their photos and such.

Their posts tend to be on very mundane matters, much like how someone reports to another what he or she is doing at any given moment. They report to you their daily routines, broadcast check-ins to uninteresting places like the street they live in, upload self-portraits and such.

9. Looking for new Facebook friends in an almost competitive way. Research by psychologists from Edinburgh Napier University found that Facebook users with more friends on their



or acknowledgment from peers. This is sometimes called the need for social affirmation.

4. Hearing from friends and family that you are spending too much time on the social networking sites.

5. Interference with work, school performance or your offline social life. Some studies report that too much time on the social media can reduce work performance and even lead to job loss. It can also cause lower school grades.

Some people also become more comfortable with the often superficial banter

become over-reliant on Facebook to fulfil social needs, and one may start sacrificing real-life socializing.

6. Withdrawal symptoms if you try to cut down on the time you spend on social media.

7. Obsessive thoughts about "friends" or other aspects of the social media. For example, some people spend much time deciding what to post, how to update their page, or how to answer "friends" on Facebook. Often, they try to think of happy, clever and fun ideas or statements, even if this is not the way they really feel. However, they do not

network tend to be more stressed when using Facebook. The more friends you have, the more you feel pressured to maintain appropriate etiquette for different types of friends while remaining entertaining. In other words, the competition in adding friends may result in a vicious cycle of increasing Facebook-related tensions, resulting in worse addiction outcomes.

10. Escapism which means if you are using your time on the social media to avoid conflicts or problems that are occurring in your real life. You can know this because when you are "down", you turn to Facebook or another social media site to feel better.

11. It is bad enough if your social networking interferes with your daily work and studies. However, it is really out of hand if you stay up late at night to check Facebook, for example, or must wake up early to check it in the morning. Staying up late is one characteristic of those who overuse social networking sites, according to some studies.

Free & Compulsory Education for Rural India

By Sai Kalyan Sahu

Education is the process of gaining knowledge, learning forms of proper conduct and acquiring technical competency in a specific field. It includes developing skills pertaining to a specific field and also aims at achieving overall development. Formal education is divided into phases starting from primary school, continuing through higher education followed by education in a specific field (specialization).

The fundamental purpose of education is to teach a person to read and write, that is to make him literate. Reading abilities that are acquired in school, go a long way in enabling an individual to read more and more. The fundamentals of

science and math which one acquires during school are pillars on which his understanding of life is based.

Education helps in imbuing moral values in individuals and their education, in turn, helps in the creation of a cultured society. Education gives one a deep understanding of living, making him capable of living.

Education brings about overall progress of society. Education gives an individual, better prospects of earning a living. It makes an individual self-sufficient. Education

produces individuals who are not just

Education also helps in the building of

successive five year plan to achieve the target of

mainly because many citizens are not educated. They are unable to read and write even. In such a situation, they do not get access to much information that is available. Therefore, Right to Education Act was enacted in the parliament for providing free and compulsory elementary education to all children between the ages of four to sixteen who are going to be the responsible citizen of the country in future. Government has enacted and implemented the Act in a right spirit. This is not the responsibility of the government only. Everybody in the country should take this as a challenge and help the government in the successful implementation of the Act across the country.



resources but assets for the society. It develops individuals who can contribute to wealth creation in the country.

Education helps an individual acquire social skills, which enable him to interact with people around, maintain social relations and blend well with others in society.

interpersonal skills.

After independence, efforts were made in our country to fulfill the national commitment enshrined under article 45 of the constitution for providing free and compulsory education for children up to the age of 14 years. Efforts were made through

and schooling to children in the 6-14 years age came into force with former Prime Minister Manmohan Singh. The Right to Education Programs is one of the largest public service exercises in the world.

Country is facing multitude of problems

**From Page 1
Odisha's Development.....**

ancient heritage monuments, traditional art and culture still narrate the multi hued heritage of Odisha where one will find the saga of happiness, sorrow, love, and betrayal all woven in the rollicking time." Odisha is amongst the most colourful and culturally rich states of India. Odisha is known for its fascinating cultural heritage, amazing temples and monuments and spectacular architecture.

The most significant contribution of Odisha to Indian culture is certainly the Odissi dance. Puri Ratha Yatra is the most anticipated festival of the year. The backbone of Odisha tourism industry is heritage that is deep rooted with the lives of the people and their life style.

Thus, it is confirmed that the public sector is consciously indulging in creating a niche tourism brand for the State and the efforts are spearheaded by event tourism. The brochures mentions that the

Konark Festival, Toshali National Craft Mela, Kalinga Festival, Mukteswara Dance Festival, Rajarani Music Festival, Lokamahastov Sambalpur, Parab (Tribal Festival) at Koraput, Mondel at Nabarangpur, Beach Festival at Puri, Chandipur and Gopalpur, Chhau Festival at Baripada, Balangir and Kalahandi Mahotsav, Satkosia Festival, Dhanuyatra (Bargarh), etc. are financially supported and organized by Odisha Tourism.

Ultimately, the brand attributes offer a personalized destination experience for visitors. Shifts in campaigns, in terms of new logos, captions, photographs, posters, coffee table books, post cards, and documentaries, can essentially incorporate the well thought-out brand values. Experiential attributes can definitely go a long way in strengthening the event tourism brand in Odisha. That means it has to be skillfully orchestrated. Odisha is famous for its ancient culture and rich and

vibrant heritage. The event/festival tourist



influx to the monuments such as Konark Sun Temple, Jagannath Temple, Puri and many other monuments under ASI and State Archaeology Department.

The tourism sector has a potential to generate high

employment growth through a mix of activities of hotels, transport, shopping, food, entertainment and other areas.

About 92,206 persons are directly engaged and 276,618 persons are indirectly engaged in this sector in Odisha. The ratio of indirect jobs to direct jobs is approximately 3:1 in Odisha. There are sites that are abundant in natural beauty. There are also places like Puri that attract a large number of devotees to the abode of Lord Jagannath. There is considerable scope for religious and recreational tourism.

Know Sex, No AIDS

out of two children, one is sexually abused. It is happening because parents always want their children to be ignored from the word 'sex'. Therefore, a child is unable to know what the sex is and how to prevent themselves from abuse.

In 2015, responding to the public sentiment in the case of Delhi gang rape, both the houses of parliament in India further amended the juvenile justice bill that lowered the juvenile age to 16 from 18. It's not the proper justice for all the adolescents. The psychology of the adolescent rapist cannot present the psychology of all adolescents in India. It's not the proper solution to prevent the rape cases; we have to find out the root cause through which these types of heinous crime can be abolished.

Recently, political leaders targeted actress Sunny Leone, claiming that her condom advertisements promote rapes. But I don't think so, rather the advertisement is promoting the contraceptive tool which is used for birth control and protects sexual transmitted diseases including HIV that causes AIDS.

It's time to change our culture, because culture is formed as per the situation. The education policy should promote the sex education by adding it as a subject in schools where children should be protected from abuse and adolescent should aware about immoral sex. The issues related to sex can be diminished when we know about sex in an inclusive manner.

So take a deep breath and say "we are Indian and let's know about sex."

Nabakalebara: Protocol

took place. The year's Puri Rath Yatra was named as Nabakalebara Rath Yatra on 18th July 2015 which was special for world over devotees. Seeing the new avatar of Lords is in itself a great thing and devotees were waiting rigorously for the final day. Here is the brief description about the procedure of Nabakalebara festival: The deities go for change of their bodies during leap month. So the procedure is like this, one lunar month of the Asadha is followed by another lunar month of Ashadha. The Margo trees are selected every time for making deities. Any ordinary tree with extraordinary features can only become the body of the deity or Daru Bramha. The Darus should be different for each deity.

Lord Jagannath

- The holy tree must have 4 main branches.
- The bark of the Margo tree should be dark colored.
- The sign of Sankha and Chakra should be present in the tree.
- There should be a cremation ground near the tree.
- An out hill near the tree and a snake hole at the roots of the tree should be present.
- It should be that holy tree, which doesn't have any birds' nest.
- The tree should be near the river or a pond or a crossing of the three ways or else to be surrounded by 3 mountains.
- The tree should not stand alone but be surrounded preferably with the trees of Varuna, Sahada, and Belva.
- There should be a temple dedicated to Shiva in the neighborhood.
- There should be some heritage nearby.

- The holy tree should be free from Parasite plants and Creepers.

Lord Balabhadara

- The holy tree must have Seven Branches.
- The skin of the tree must be light brown or white color.
- It should have a sign of plough and pestle etc.
- Nearby tree there should be a heritage and also a graveyard.

Goddess Subhadra

- The tree should have Seven Branches.
- The skin of the tree should be light brown or white color.
- It should have a sign of plough and pestle etc.
- Nearby tree there should be a heritage and a graveyard.

Lord Sudarshan

- The holy Margo tree should have three branches.
- The bark of the tree should be barkish.
- The tree should have a sign of Chakra with a small depression in the middle.

All the servitors are assigned their consecutive works in fine order in the best possible manner on the occasion.

Even the state Government are preparing for best services like widening roads, renewal of roads, giving well diversions in National highway to connect with other major roots, massive parking facilities, wide range of accommodation facilities are on its way of processing to accommodate huge number of devotees to be arranges comfortably in this holy city.

Unemployment Remains

work to the people. But the number of the unemployed persons in India is increasing at an alarming rate. More than one-third of the total population still lives below the poverty line. The number of registered unemployed, not to speak of those whose names are not in the register is quite shocking. The number of job seekers also on the register of employment exchanges is increasing by leaps and bounds. There are three classes of employment here. In the villages those people who live on agriculture work for four or five months in a year, idle away the rest of the time. During that period they practically remain unemployed. In the towns and cities there is another class of unemployed people who find no employment in the factories due to the setting up of big machines there. Lastly, there are a large number of educated people who

are unemployed. The masses, the uneducated and even the illiterate adopt some way or the other by means of which they can earn their living. The educated, however cannot do this. Problem of employment among educated youth is a serious one. For every vacancy, there are dozens of applicants. Out of many candidates who are interviewed, only few gets the job. A student dedicates several years of his life in studies. It is a worry-some condition that even after getting Bachelor's and Master's Degree, these youth population of India are facing unemployment problem.

Solutions:

1. The villages should become self-sufficient in their economy and the villagers would not run to the cities in search of jobs. This would ensure that the large-cities are not overcrowded with huge population. It would help maintain the

balance between the job/vacancy and the job seekers.

2. The system of present education should also be changed radically. Instead of giving only theoretical education the students should be given vocational training, so that they can start some work after they finish their education. These institutes prepare a student with skill and knowledge for a particular trade. There is growing demand for skilled people in various industries.
3. The country should promote industrialization so that more job opportunities can be created for the workers. The focus should be on heavy industries that employs thousands of men.
4. Last, but not the least, to solve the problem of unemployment in India, the growth of population must be checked and the family planning programmes must be properly implemented.

BETI BACHAO, BETI PADHAO

By Sumit Mishra

Woman is the creator and destroyer of our society. Women can give shape to the destiny of civilization. But in our society the birth of girl child is unwanted. Despite several campaigns done by government for promoting gender equality, female feticide and infanticide has continued just to arrest this issues along with declining child sex ratio, Government launched a remarkable programme named, "BETI BACHAO, BETI PADHAO" in hundred selected districts having low child sex ratio. Its prime objective is to prevent & eliminate gender based sex selecting ensure survival and protection of girl child; give education and participation of the



girl child. This programme is targeted to improve the CSR through Mass Communication campaign. Speaking on the occasion of international day of girl child, Prime Minister Mr. Narendra Modi called for eradication of female feticide and invited suggestions from the citizens on "Beti Bachao, Beti Padhao". It is a campaign to end the gender selective abortion of female foetus. The scheme is sup-

ported by NGOs to ensure safe birth, survival, protection and empowerment of girl child. Despite policy and appropriate laws in place, the earlier programmes have not been arrested the declining CSR but the effective implementation of recently launched Beti Bachao, Beti Padhao programme together with by other existing programmes can significantly improve CSR. Invest in high quality education, skills,

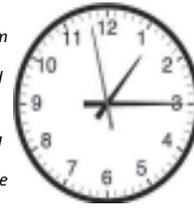
training and other learning activities that prepare girls for life, and sexual violence. Implementation of social, economic, and policy mechanism is to combat early marriage. Cash benefit transfer scheme should be compulsorily linked to promote girl child programme.

The current status of a girl child and elimination of female foeticide happens because of the evil act of doctors and other such malpractices targeting the girl child. Government personnel need to act responsibly on time without any fear and favour. As an individual one can contribute to change the attitude of those around her and make her to feel special.

....TIME....

By Shitendra Baliarsingh

Hello, I am time.
I am precious. I am priceless but I am free.
I know no partiality and same to the poor and to the rich.
I am same for the young and old.
Some spend me, some use me.
Use me and say I will help you to reach your goal, dream, destination and ambition.
Use me and see I will make you healthy and wealthy. I can make you progress and prosperous.
You can use me only once.
You cannot recycle me. I fly, never to return.
Don't use me next to next and say next time.
Because next time you may miss me and see my footprints called too late.
Give me as a gift to someone because I can heal.
I can encourage. I can inspire. I can bring joy and happiness.
I teach you life lessons. So that you may know what really matters.
I am yours. It is your time. Don't waste me.
Take good care of me today and I will take care of you tomorrow.
Before I leave I must say I am given to you by God.
Please give back some time to Him, to pray, to say thank You,
And to ask Him to give you wisdom to use me properly.
Hello, I am time. I am precious. I am priceless but I am free.



Pallisabha Empowers Rural People in Governance

By Suhasini Behera

The term 'Panchayat Raj' is not relatively new, having originated during the British administration. 'Raj' literally means governance of government Mahatma Gandhi advocated panchayati raj, a decentralization form of government where each village is responsible for its own affairs, as the foundation of India political system his term for such a vision was 'Gram Swaraj' (village self-governance).

It was adopted by state governments during the 1950s and 60s as law was passed to establish panchayat. The 73rd amendment act of 1992 contents provision of devolution of power and responsibilities to the panchayat too both for preparation of plans for economic development and social justice and for implementation in relation to twenty-nine subjects listed in the eleventh schedule of the constitution.

India is one among the Asian countries where domestic

experiment as well as experience a success but it was not completed without development of democratic apparatuses and institution at the grass root level. This became possible through the establishment of panchayati raj institutions. Panchayati raj is a system of governance in which gram panchayat are the basic units of administration. It has 3 levels: village, block, and district. At the village level, it is called a panchayat. It is a local body working for the good of the village. The numbers of the members usually ranges from 7 to 31; occasionally, groups are larger, but they never have fewer than 7 members. The block, level institutions are called the Panchayat Samiti. The district level institution is called the Zilla Parishad.

Advancement in communications empowerment of individualizing & the operation of the rotary (land holder wise) system was against the Mahalwari (village tenure system) As the educational status concerned most of the panchayat people are illiterate but at the same time because of the Govt. intervention they are giving emphasis on the education. Job cards holders getting unemployment pension. Pallisabha and Gramsabha are properly conducted on the specific day of every month. Inhabitants of villages are cordially

participating to the PRI meeting. Most of the Women take initiated for their empowerment

voluntary level for creating employment opportunities. Strengthening the delivery system for services and development initiatives through panchayati Raj Institution and is stressed. Formulation of district and sub district plans at all levels of

greater coordination & convergence between NREG & SGSY on the one hand, with programs for poverty reduction undertaken in states through state plans for externally aided efforts. All the Govt. schemes, projects are to be properly channeled to people in this regard of by playing vital role can act as bridge between people and Govt. Panchayati Raj is a revolutionary step towards transformation of incline society from an under developed state to developed state. Modern wars are to be fought not in battle fields but in farms and factories planned & implemented property, this institute cans undoubtedly the best weapon to win the war against ever increasing mighty enemies like poverty.



to lead better lifestyle. Poor and destitute people are getting facility by the Annapurna, Antodaya Scheme. The researcher had also found that in school the mid day meal being provided properly. As per the family structure is concerned most of the Panchayats peoples are living in extended families. Maximum People of the Panchayat are now also living under BPL category. All the families have their own voter card and BPL card. Steps can be taken by the Govt. and

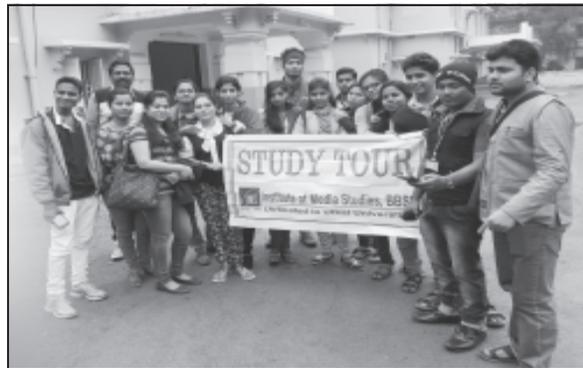
panchayats to deliver basic minimum needs to the citizens at the grassroots level. Steps can be taken in order to improve the sanitation & drinking water facility. Reviewing guidelines of centrally sponsored schemes and central sector programs to ensure the centrality of participation by Panchayati Raj institution from the drawing board to implementation of schemes including poverty alleviation, elementary education, rural health coverage etc. There is a need for

to be fought not in battle fields but in farms and factories planned & implemented property, this institute cans undoubtedly the best weapon to win the war against ever increasing mighty enemies like poverty. The people have learnt the act of co-operation, through different co-operative societies & associations. It has a great role to play in bringing different communities together through various activities and there by introducing the feeling of common living.

Exploring Possibilities at Kolkata



Students posing for a photograph with IMS Director during a study to Kolkata University



Faculties along with students in front of Purbapalli Guest House in Visva Bharati University at Shantiniketan



Students of both IMS and MJMC department of Visva Bharati University during a knowledge sharing meet at its Screening Room in Shantiniketan



IMS Director Prof Upendra Padhi along with HoD of MJMC of Kolkata University Prof Dr. Tapati Basu during an interaction session with students

IMS CELEBRATES SRIPANCHAMI

Sripanchami or Basant Panchami, which marks the celebration of Saraswati Puja, was observed by students of Institute of Media Studies (IMS) in its Conference Hall on 12th February (Friday) 2016. The puja pandal was decorated with beautiful flower and ornamental items by the students. The Goddess of knowledge is



revered among the students and learned who strictly follow all rituals. She is generally shown seated on a white lotus, wearing a white silk sari and holding a book in her lower left hand. The eyes of the goddess are full of compassion. Her four hands denote four facets of human personality namely mind, intellect, alertness and ego.



The House Journal "The Mass Com dot" is published by Institute of Media Studies (IMS), OHC Complex, Janpath, Kharvel Nagar, Bhubaneswar, Odisha-751001, Ph-0674 -2394312, Fax - 0674 - 2394314, E-mail-imsodisha@gmail.com, www.imsorissa.org.in,

Editorial Board - Manoranjan Panda & Pabitra Mohan Nayak

Chief Editor-Prof. Upendra Padhi