

## ICITC-2018

# Int'l meet to promote diversified business

Bhubaneswar: The three-day conference guided by a vision would help the SAARC countries in optimally utilize their resources, and facilitate access to trade gateways and linkages with global markets. Improved connectivity and infrastructure development could substantially spur economic growth and promote diversified business, said MSME and W&CD Minister Prafulla Samal.

Inaugurating the International Conference on Indian Trade and Commerce (ICITC): Past, Present and Future organised by the Institute of Media Studies (IMS) and Kalinga Media Centre (KMC) on March 17, the Minister said the enhanced cooperation among the SAARC countries would give an impetus to small and medium enterprises in the region. The outcome of the meet, complemented by an

operational plan, would help the country and particularly our State

platform to share knowledge to strengthen global trade environment,

researchers across the SAARC countries including Nepal, Bhutan, Sri Lanka

Santa Cruz Triloki N Pandey delivered the keynote address. Director of Indo-

In the second day of the conference, two plenary sessions were organised where eminent economist and Dean of Business Economics of Delhi University Prof Dr Vijay Kumar Kaul, former Professor of Pokhara University, Nepal Dr Radheshyam Pradhan, Prof Andrea Loseries, head of Islamic history and culture department of Rajshahi University in Bangladesh Prof Dr Khalilur Rahman, member of ICHR, New Delhi Prof Narayan Rao and former VC of Kalyani University, West Bengal Prof Dr Malayendu Saha addressed the gathering.

The day two also witnessed presentation of more than 70 papers in the technical sessions by the research scholars across the SAARC countries including Nepal, Bhutan, Sri Lanka and Bangladesh.

The valedictory ceremony was graced by former Chairman of PG Council, Utkal University Prof. Ranjan Kumar Bal and former Director of DDCE, Utkal University Prof. Dr. Susmit Pani.



(Left) Prof Amiya Patnaik, MP Bhartruhari Mahtab, Prof Upendra Padhi, MSME Minister Prafulla Samal, Prof Andrea Loseries and Triloki N Pandey during the inaugural ceremony at Bhubaneswar | IMS Photo

overcome the problems and challenges associated with unemployment, macro-economic and structural vulnerabilities, access and integration, investment and growth, he added.

Speaking on the occasion, Lok Sabha MP Bhartruhari Mahtab said the meet will provide a

strive to preserve and revitalize maritime trade and promote diversified business in international trade.

The conference had brought together leading academicians, researchers and scholars in the field of culture, history and commerce. While several scholars, experts and

and Bangladesh shared their thoughts at the conference, more than 300 delegates attended the meet.

While former vice-chancellor of Utkal University of Culture Prof. Dr. Amiya Patnaik presided over the inaugural ceremony, Professor of University of California,

Tibetan Studies of Visva-Bharati University Prof Andrea Loseries and Director of IMS and Conference convenor Prof Upendra Padhi also spoke. National reputed research organizations like ICHR and ICSSR were associated with the event as academic partners.

## Workshop on social change filmmaking

Bhubaneswar: The YES Foundation, the social development arm of YES Bank, under its flagship program, YES! I am the CHANGE (YIAC) organised a day-long workshop on the film making competition for media students at Institute of Media Studies (IMS) on February 6.

The program aimed at innovatively harnessing media for social change to engage with over 1.3 million changemakers for India's social transformation. YES! I am the CHANGE is a nationwide

mindset transformation program to inculcate the spirit of responsible youth citizenship and drive positive social action through the impactful medium of films. It provides Youth and NGOs with a platform to use films as a storytelling medium to drive social impact.

Winning film entries will be awarded cash prizes. Also, NGOs and Social Enterprises with sustainable and scalable social projects shortlisted from the film entries will be eligible to win grants worth

Rs.7.5 crore along with capacity building and mentoring support for 3 years.

For YIAC 2018, the Centre for Youth (C4Y) – sister concern of CEC is the Outreach Partner. The workshop which was attended by more than 100 MJMC students from the city focused on the filmmaking process, guidelines, format and how to submit films. Two Mumbai-based filmmakers and Programme Director of C4Y Sudha Nautiyal were present.



SPICY WORK: Women drying chilli on a ground in Deogarh district

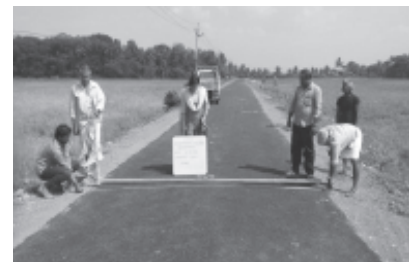
## Odisha tops PMGSY show

BHUBANESWAR: The State Government has achieved a major milestone by constructing 7009.19 km rural roads, the highest among all the states in the country, by the end of this financial year.

In 2016-17, the State was adjudged the second best performer in the country after Bihar and received an incentive of Rs 175.67 crore from the Ministry of Rural Development (MoRD) for constructing 5796.93 km roads. Bihar had topped the list by constructing 6601.62 km of road.

"The State was given a target for construction of 7,000 km of roads in 2017-18, which is the highest in the country for any state. We completed 7009 km of rural road and this is the highest ever yearly achievement of the State since inception of Pradhan Mantri Gram Sadak Yojana (PMGSY) in 2000," Rural Development sources said.

After Odisha, the other better performing states for the current fiscal are Bihar



(4955.10 km), Madhya Pradesh (4672.32 km) and Jharkhand (3752 km). Secretary in the Ministry of Rural Development Amarjeet Sinha hailed the State Government for achieving the unique feat.

Among the districts, Sundargarh constructed highest length of 710.033 km of roads followed by Mayurbhanj (633.77 km), Ganjam (547 km), Koraput (513.30 km) and Malkangiri (429.664 km). Further, the State has bettered its performance in construction of roads by using new technologies like cement stabilisation, cold mix, gravel with slag,

iron slag for sub grade improvement, roller compacted concrete pavement, terrazyme and waste plastics for constructing 768.517 km of roads.

On the cumulative achievement of the State under the flagship rural infrastructure programme, Sethi said 46,820 km of road has been constructed at an expenditure of Rs 19174.48 crore by March 31.

The Ministry has so far sanctioned projects worth Rs 23,974.16 crore for construction of 60,594.42 km of rural roads.

## Editorial.....

April welcomes the summer with sunshine after a chilly winter. People start to enjoy the sunny days of season along with the warmth of nature.

This month has religious fervor with celebrations of Maha Vishubha Sankranti, Akshaya Tritiya and Buddha Purnima. This month also marks the birth anniversary of Hazrat Ali and Dr. B.R. Ambedkar.

May is an ideal month to plan a tour to cool hill stations. Schools shall be closed for summer holidays and children are awaiting the happy tour. Many of us visit our native place during these holidays and meet our relatives. With temperature soaring above 45 degrees these days, summer heat is taking heavy toll on human life our State. The direct exposure to sunlight is causing several heat related health issues like heat exhaustion, heat cramps and heat strokes.

Thus, it is high time to take the precautionary measures and protect ourselves and our family from the adverse effects of scorching summer. Here are some tips to stay cool and relax in summers: 1. Liquid Intake: Heat waves take away the essential fluids from our body in the form of sweat. Thus, it becomes necessary to increase the intake of liquid during the hot days. Don't wait until you feel the need for a drink, instead intake water, juice and other non-alcoholic drinks at regular intervals during the day.

**Wear Cap/Headgear:** We can't avoid our outdoor activities in summers but atleast we can protect ourselves from direct exposure to sun by wearing cap, hat or headgear. For added protection, carry an umbrella and anti-glare sunglass always with you.

**Diet:** Take a healthy nutritious diet in summers and avoid oily and spicy food including one watery fruit like cucumber and watermelon in your regular diet. Also, a salad of fresh fruits/vegetables is highly recommended for the daily diet.

**Dressing:** Wear clothes that are light in weight and loose in fitting, it will provide you more comfort in the otherwise harsh summer. Also, avoid dark colors, as they absorb heat from the atmosphere.

**Home Decor:** If you keep more plants /potted plants inside and around your house, it will make the atmosphere clean and cool. Also, it will increase the level of fresh oxygen in the air. Going green will not only add beauty to your home but it also keeps the surroundings much cooler.

## IMS observes Human Rights Day

Bhubaneswar: The Human Rights Day was observed at Institute of Media Studies (IMS) on December 10, 2017 with the theme 'Let's stand up for equality, justice and human dignity'.

This year, the celebrations of the Day witnessed the launching of a year-long campaign 'Standup4humanrights' to mark the 70th anniversary of the Universal Declaration of Human Rights (UDHR).

Speaking at a seminar on 'Democracy and Human Rights' organised by IMS on its premises, Core Member of NHRC, New Delhi Manoj Jena said the UDHR is a milestone document that proclaimed the rights which everyone is entitled to as a human being, regardless of race, colour, religion, sex, language, political opinion, national origin, property, birth or other status. The Declaration sets out universal values and a common standard of

achievement for all peoples and all nations. It is the most translated document in the world, available in more than 500 languages, he added.

Addressing the students, member of State Women Commission Kusum Rath stressed on the women's rights that are fundamental human rights enshrined by the United Nations. These rights include the right to live free from violence, slavery, and discrimination; to be educated; to own property; to vote; and to earn a fair and equal wage. But these are rarely provided to the women in the society, she added.

Among others, director of IMS Prof Upendra Padhi, MSW department course coordinator Dr Gayatri Patnaik and senior faculty Raghunath Mandal were present.



Guests & speakers during an academic seminar at IMS



**SMOKY DUTY:** A police official guarding a street in Bhubaneswar during Bharat Bandh

## Humanity: A Need of the Hour

By Sheikh Jafar, MJMC 1<sup>st</sup> Year

Humanity is a term which commonly refers to the human species, mankind as a whole, or sets of qualities which are used to define human nature, the human condition, or to refer to any of the academic disciplines known as the humanities which study human culture.

Humanity is a virtue associated with basic ethics of altruism derived from the human condition. Humanity differs from mere justice in that there is a level of altruism towards individuals included in humanity more so than the fairness found in justice.

The concept goes back to the development of "humane" or "humanist" philosophy during the Renaissance (with predecessors in 13th-century scholasticism stressing a concept of basic human dignity inspired by Aristotelianism) and the concept of humanitarianism in the early modern period, and resulted in modern notions such as "human rights".

### Strengths of humanity: Love

Love has many different definitions ranging from a

set of purely biological and chemical processes to a religious concept. As a character strength, love is a mutual feeling between two people characterized by attachment, comfort, and generally positive feelings. It can be broken down into 3 categories: love between a child and their parents, love for your friends, and romantic love.

Love, in the psychological sense, is most often studied in terms of attachment to others. A degree of controversy surrounds defining and researching love in this way, as it takes away the "mystery of love." Because love is mysterious, to an extent, it is most often studied in terms of attachment theory, because it can be studied in the way across ages.

In infants, attachment is studied through the Strange Situation Test. Attachment to an individual, usually the mother, is determined by how distressed the infant becomes when the mother is taken out of the experimental setting.

After all my thought. Humanity is the quality of being kind, thoughtful, and sympathetic towards others.

## 91 pc Odias Sick in 2017-18



Bhubaneswar: The World Health Day was celebrated worldwide on April 7. Odisha was also not an exception. When the state government is propagating its health initiatives and people-oriented free emergency services, the real situation is something different.

According to government report 91% people in Odisha were sick during the last fiscal year. Another 6% of the population in year 2017-18 were reported to be acutely sick as they had undergone treatment in the inpatient department (IPD) of various hospitals in the State.

The patient load data available with Odisha's Health Department, a high of over 4.1 crore people have attended the outpatient department (OPD) of health centres across the State in 2017-18. Similarly, the loads in IPDs across the State have been estimated at over 25 lakh in the same year. The trend analysis reveals a rise in OPD load in 2017-18 by around 3 % in comparison to 2016-17. However load in IPD has decreased marginally

during 2017-18 compared to 2016-17.

There were a significant fall in female inpatient death proportion. But female inpatients number rose by a slice in 2017-18, data reveals. The fact, however, remains is female and child patients outnumber men, and they account for around 89 per cent of inpatient load in the State. As female and children accounted for nearly four-fifth of the patients in Odisha, female account for over three-fifth and children account for nearly one-fourth of the patient load. While high female inpatient load is mostly attributed to child delivery cases, high children inpatient load indicates sick condition of children in State. Data reveals that around 1,030 maternal mortality cases were recorded in 2017-18, and nearly around 12,600 infant deaths were recorded in the State in the same period.

As per available data on death burden at IPDs in Odisha, a high of nearly 46,000 deaths were reported in year 2017-18. Significantly, around 5,500 such IPD deaths were female inpatients. The

causes of death range from birth related to TB, pneumonia, cervix cancer, and acute anaemia.

A district-wise analysis reveals that though Cuttack district accounted for the highest OPD load in State due to high load at SCB Medical College and Hospital from across the State, Mayurbhanj comes 2nd in OPD load generated in the State in 2017-18. Malkangiri and Rayagada recorded highest patient load in State, where around 96-93 per cent of population have attended OPD for treatment. Koraput also equalled them with 95 per cent OPD load this year against around 91 per cent last year. Northern Odisha followed southern Odisha in generating high patient load with Mayurbhanj and Baleswar accounting for around four-fifth of population attending OPDs in 2017-18. In western Odisha, Bargarh has recorded highest patient load as the OPD attendance exceeds the district's population, which indicates patient flow to Bargarh hospitals from nearby districts. Sundergarh, which topped last year with patient load of around 83 per cent of population, recorded a dip this year to around 69 per cent.

Boudh, Sambalpur and Nabarangpur topped with highest proportion of female inpatients to total inpatients admissions across districts in State. Jharsuguda and Gajapati topped State in highest proportion of child inpatients to total IPD admissions.



**FARM JOB:** A woman working in an agriculture field



# Social Responsibility of Business in India

By Shitendra Kumar Baliarsingh

Social responsibility means that individuals and companies have a duty to act in the best interests of their environments and society as a whole. Social responsibility, as it applies to business, is known as corporate social responsibility (CSR).

India is the first country in the world to make corporate social responsibility (CSR) mandatory, following an amendment to The Company Act, 2013 in April 2014. Businesses can invest their profits in areas such as education, poverty, gender equality, and hunger.

Since independence the govt. of India has been helping the business in one way or other. Earlier it was to promote business from foreign competition and then to give various incentive for its growth. The business has now reached a take off stage and it is in a position to help various

segment of society. Effort are now made to make the business responsive to society.

In March 1965 an international seminar was held at New Delhi to define the social responsibility of business. It was followed by another seminar in March 1966 in Calcutta in which way and means were outlined for the concept of social responsibility. A national committee on special responsibility of business too was constituted, with a view to help rural area, in 1980 big business house are pursued to adopt 100 villages for developing them as model village.

**The private business can contribute for social uplift in the following area;**

1. The business can contribute in the area of employment. Govt. is spending a lot of money on teaching people in various fields. It has opened a large number of management,

medical and engineering college, Training institute etc. The students coming out of the institute will need job. Business should create enough job opportunity to absorb person. The creation of new job is not a

proper thrust for the development of underdeveloped areas. It may require some more investment in creating infrastructural facilities. The business should set up new units in that area

encouragement and it will improve the quality of life in rural area.

4. The adverse impact of industrialization is felt in the area of environment. The business unit should make proper effort in controlling pollutions so that ecological balance is maintained.

5. The business should help in supplementing governmental effort in developing the area where the units are located. big industries unit can open school, college, dispensaries, construct road and create recreational facilities not only for their employee but also for the people living in those area.

The business units in India have, of late started realizing their responsibility towards society. They are contributing towards the upliftment of society. The number of such unit is only limited. Government

should take certain certain legislative measures so that all business units are forced to contribute something for the social uplift. The company law can be amended to make it obligatory for unit having investment beyond a certain limits to spend some part of their profits on special welfare. The Company should specially state in their balance sheets the amount they have spent on social obligation.

It should be obligatory on all individual units to take effective measures for controlling pollutions, besides legislative measure, there is a need of create awareness about social responsibility. Business should look beyond their own interest; they should prepare some code of ethics for helping the social upliftment. They should develop a feeling that society too has some claim on their progress.



problem not a challenge which business should accept.

2. The removal of regional disparities is also the responsibility of business. The industrial policy has also given a

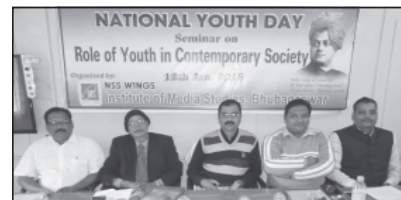
which have been neglected earlier.

3. The rural area should be developed so that these area also able to reap the benefit of development. The cottage and small scale industries should be given

## IMS celebrates National Youth Day

Bhubaneswar: The Institute of Media Studies (IMS) on Friday organised a seminar on 'Role of Youths in Contemporary Society' on the occasion of birth anniversary of Swami Vivekananda and celebrated the National Youth Day on its premises.

Speaking on the occasion, former principal and NSS training coordinator of OUAT Prof Jantrana Parikshita paid tributes to great son of the soil and urged the students to live upto their own highest idea and strive for it to make it possible. "Swamiji teachings are a great source of learning for all of us and we continuously strive to



Speakers during a seminar at IMS

evolve into a better service for the greater good of the citizens," he said.

Secretary of Human Rights Education Pradipta Nayak said today's youths are at a critical juncture while the entire country is passing through a crisis. Youths should raise their voices against any

violations pertaining to the human rights, he added.

Among others, State Convenor of Jana Swasthya Abhijan Gouranga Charan Mohapatra, Secretary of Bakul Foundation Sujit Mohapatra, Director of IMS Prof Upendra Padhi and faculties and students were present.

## CRS builds resilient communities

By Dillip Ku Behera, MJMC

Bhubaneswar: As Odisha is a disaster prone state, the community radio stations (CRS) have the bigger responsibility in building resilient communities by providing valuable information to people. As per a study on 'A Study on Role of Community Radios in Disaster Management (DM) in Odisha' carried out by a student of MJMC of IMS college, 74 per cent listeners opined that CRS helping before disasters hit the area, while 7% said no and 19% respondents did not reply. Around 73% listeners opined that CRS helping post-disaster, while 15% said no and 12% respondents did not reply.

It further highlights that out of three CRS samples, Radio Namaskar in Konark has wider reach and innovative program on DM.

According to the study, content and revenue generations are the major challenges before the CRS, while a common pool with free access would help CRS getting quality content at reasonable cost. Currently, out of 10 community radio stations (CRS), seven are functioning in Jagatsinghpur, Khurda, Konark, Kandhamal, Nuapada, Koraput and Daspalla.

Radio Namaskar, Radio Bulbul and Radio Sanskar have listeners base of

around 1500, 900 and 1300 population respectively. While Radio Namaskar broadcast Chala Skul Ku Jiba, Chala Gaon Ku Jiba, Ek Duniya Anek Awazz, Mruta Sisura Janma & Bhul Kahara etc disaster based programmes, Radio Bulbul provides Haie, Sandhya, Upaya, Andhara & Bibartana and Radio Sanskar with its programme Atithi, Maa Mu Pheri Asichhi, Nataka Abusada, Sabadhan & Asha Ra Aloka attracts its listeners.

Though each CRS deals with communities within a limited area, together they have enormous reach in the state and this collective reach can help generating revenue and running effective campaigns to bring change at the grass-root level. All the possibilities for sustainability of CRS should be explored as the medium can play bigger role in engaging communities in development process. The study suggested that it should be focused on sustainability of CRS and the possibilities they bear in regard to bringing positive changes in communities.

Government must take advantage of the strong connection CRS have established with communities in their

places of operation, inclusion of Community Radio in the advertising budget of I&PR department as a measure to support the CRS. However, CRS should not be perceived as profit making initiatives.

As the medium can play bigger role in engaging communities in development process, all the possibilities for sustainability of CRS should be explored. The study highlights that CRS holds the key to development by bridging information gap at grass-root level and empowering communities living in rural. The report is an analysis of contributions of CRS in disaster risk reduction and in its management. The report first analyses programmes of sampled CRS and its impact on listeners.

While Odisha is a disaster prone state, mainstream media cant' build effective linkages with community in comparison with CRS. During disasters, all mass media tools fail to reach grassroots-level people due to lack communication and infrastructure facilities. CRS by involving farmers' clubs and women self-help groups (SHG) in its management and content production activities can bring changes in community.



RAIN WOES: A distressed farmer takes rest in a parched farm field

## Entrepreneurship needs leadership skills

Bhubaneswar, 7<sup>th</sup> November, 2017: Excellence in entrepreneurship should be accompanied by excellence in leadership. A great entrepreneur should be a great leader. But a great leader does not have to be a great entrepreneur. Entrepreneurship needs leadership skills for its success, opined experts here on Tuesday.

Speaking at a seminar on 'Entrepreneurial Excellence in Today's Culture' organised by

Institute of Media Studies (IMS), Chairman of Bharat Masala Surendranath Panda said entrepreneurs should proudly uphold the values of honesty, truthfulness and sincerity, while remaining fair and ethical in even the most difficult situations. Entrepreneurs should seek to constantly maintain a professional demeanour despite facing critical decisions while conducting business, he suggested. Sharing the journey of Zerokm, an e-

restaurant service, its founder Biswa Ranjan Nayak said every entrepreneur should have a mantra, a code by which they conduct business. It's so important to believe in what you are doing and set your path using values which others also work with, he stressed.

Among others, Managing Director of Axxess Medicum Kalyan Chhotray, Assistant Faculty of EDIL Bishnu Prasad Panda and director of IMS Prof Upendra Padhi also spoke.



Noted speakers during a seminar of MFC Department at IMS

## CAREER IN PR PROFESSION

Today's youth finds itself standing at crossroads trying to figure out the right career path for them. This is one of the major decisions an individual needs to take as this would mould their future. Even though the scenario is changing steadily, but still majority of Indian families prefer that their children pursue conventional career choices. There are various career options for creative and intellectually stimulated minds that one can explore, one such field is that of Public Relations (PR).

The profession of PR drives individuals to expand their horizon to the fullest of their potential, and at the same time provides a challenging environment for ambitious young adults. A career in PR takes more than just a good degree. PR shall provide you with a sense of fulfillment of being affiliated with renowned brands and personalities.

PR has become essential for any business or for any individual to grow, it helps in creating a name and identity for the brand and it builds a relationship between the brand and its customers and the media.

Roles of a PR professional are; a PR professional has to build

and enhance brand's image, reach out to the relevant media to convey the brand's philosophy. Another important aspect of PR is to create unique strategies and place the brand on a higher pedestal. To be successful in this field, you need to be an extensive individual with skills in communication, research to writing and creativity. Creating strong brand positioning in the market for your brand happens to be the key task for any PR professional.

If you wish to take up PR as a career it will be a bonus if you have a degree in communications or PR specifically. However, students from other academic backgrounds with strong communication skills can also make a career in Public Relations. One as a PR professional will be empowered with the task of growing, managing and guiding the perception of your brand in the market.

In today's time, PR is one of the most promising and growing career options as PR is needed by numerous companies, across all sectors.

A career in PR will come with myriads of opportunities to be creative, not just in terms of writing but also in ways to promote a brand and

approaching new clients. A profession that continuously calls for fresh ideas and lateral thinking, so having a creative streak is a crucial skill in your road to success in PR.

### Tips to Excel in PR:

⇒ To thrive in this industry it is imperative that aspirants should religiously read newspapers and magazines to be up to date on what's happening around the world.

⇒ You are required to create unique stories about your client, always trying to create favourable perceptions in customer's mind, stimulate positive debate, manage crisis and promote events and positive stories

⇒ Hence, to present a point accurately, you need to thoroughly understand your target audience, know your clients

⇒ To be a cut above the rest, it's important that contenders consistently evolve themselves whenever a new innovation or trend is brought into the limelight

⇒ You have to always be alert and on your feet to be able to deal with your clients' requests and also be able to take quick decisions in critical situations

## Let's help realise vision of Ambedkar for Dalits

BHUBANESWAR, 23<sup>rd</sup> November, 2017: The Institute of Media Studies (IMS) on Thursday organised a seminar on 'Ambedkar's Vision on Dalits' Emancipation' here.

Speaking on the occasion, Dean of KISS University Dr Iswar Chandra Naik said a principal architect in drafting the Constitution, Dr Bhimrao Ramji Ambedkar had made significant efforts at giving political rights and social freedom to Dalits. However, till date, members of Schedule Castes (SC) continue to face caste biases. Ambedkar had a first-hand experience of untouchability in school, where he was segregated from caste Hindus, he said.

Academician (Ambedkarite) Dr Banamali Mantri even today, there are instances where Dalit children are made to sit separately for the mid-day meal. Also, in some places students belonging to caste Hindus refuse to eat the food cooked by the 'lower caste' people. Such caste biases in school will not only deprive these children of education but also fill their minds with

pessimism about society at a tender age, he highlighted.

Course Coordinator of MSW Department of IMS Dr Gayatri Pattnaik said Dr. Ambedkar is considered the messiah for his efforts to bring equal opportunity and social justice to the marginalised communities. Faculty Raghunath Mandal also spoke.



Resource Persons with faculties of IMS

## Odia dailies fail to highlight rural issues

By Bhaktiklita Baral, MJMC

Bhubaneswar: With a population of around 4.2 crore, Odisha is huge market for newspaper publications and circulations. This has resulted in an intensely competitive print space, with many established domestic and national players vying for supremacy. Gupti Panchayat of Rajnagar Block in Kendrapara district has risen amidst this rising competition.

The study on 'Role of Odia Dailies in Rural Development: A Case Study in Gupti Panchayat of Rajnagar Block in Kendrapara' conducted by a student of MJMC in IMS found that hardly few newspapers reach the rural mass in Rajnagar. Though its role is significant for rural development, it failed to highlight the core issues of the villages.

The report first analyses the developmental issues in the Gupti Panchayat and then compares the role of media in assessing the

problems or issues for development. Odia dailies play a major role in promoting rural development. There are about 250 daily newspapers and periodicals in Odisha. As of the report, Newspapers do help in rural development of the society but however, some middlemen like the bureaucrats, politicians etc create problems and the sole reason being corruption.

Development is a process of gradual change of people and Society from the existing state to a better way in order to improve the quality of life in a rural areas and address the multi dimensional problems of people living in those areas, several programs have been conceived and implemented. The success of rural development programmes largely depends upon organization arrangements and adoption of an appropriate

strategy for optimum utilisation of resources and opportunities.

The report suggested that the government should make it mandatory for news papers to provide at least 40% rural news. Media houses should appoint more rural journalists to get news from the villages, Media houses should force the government to implement development to various issues, and Newspapers should provide more and more information on issues concerning rural areas.

Nowadays newspaper has become the part of human life. In every field we use newspaper to make our life easier and better new super not only gives information but also entertains us and educates us. In rural areas government fails several times to implement that development plans, due to newspaper it is now becoming possible. Due to mass media affect the living standards is also gradually improving.



WATER CRISIS: Women queuing to collect drinking water from a tubewell at a village



# Odia journalism witnesses growth in post-reform era

By Rajkishor Satapathy, 2nd yr. MJMC

Bhubaneswar: The beginning of the last decade of the twentieth century entered an era of Post reform in India under the co-authorship of the Prime Minister, PV Narsimha Rao and his economist Finance Minister, Dr Manmohan Singh which has a lasting impact on the working of democratic institutions and functional freedom of mass media in India. Long demand to end the state control of electronic media and its de-monopolization started, as a result, it opened the doors for private players to start their operation.

Economic reforms and policy of Liberalization, Privatization and Globalization (LPG) have a direct bearing on the structure, nature and working freedom of the mass media in Odisha. Liberalization and globalisation (LPG) had its impact on the newspaper industry. The circulation increased, resulting in increased revenues.

Odia journalism assumed new attitude and direction in the beginning of post reform era. This is the best period for development and growth of press in Odisha, as many Odia newspapers, English press and Electronic media started their venture in the State. It not only transformed the socio-cultural makeover of the state but also change the culture of media in Odisha.

The research conducted on "A study on growth of Odia journalism in post reform era" reveals that Odia newspapers have caught up with other regional language newspapers- so far technology is concerned. The research reveals issues and challenges faced by Odia newspaper, TV, radio and news portal and suggestion to overcome them.

The research reveals Odia journalism contributed towards the odia language and literature. The research reveals growth of Odia Journalism has a great role in strengthening of state.

The research reveals Newspapers are often criticized for ignoring ethical values, for using the paper as a tool for settling personal scores or for blackmailing.

A new era of journalism with the introduction of a handwritten newspaper called 'Kujibar Patra' in 1769 edited by Sadhu Sunder Das in Odisha. 'The Utkal Deepika' made its appearance in early 1866 became the first newspaper. The first Oriya Magazine of Orissa 'Bodha Dayini' was published from Balasore in 1866. There are only 16 newspapers till 1900. After 1900, there are 47 newspapers published in Odisha till to 1990.

In respect of growth of newspapers, while there were only few newspapers published from Orissa in the pre reform era, the strength of such newspapers in the state witnessed a spectacular increase after India attained its post reform in 1991. Due to technological intervention and privatization of media



cause an inflationary growth in the state.

The growth of Oriya daily newspapers circulations are those of the Registrar for Newspapers of India (RNI), which fluctuate considerably. The trend of newspaper publishing and journalistic activities is quite in rise since 1990s.

The circulation of Odia dailies reached 2,34,000 in 1990. where as the circulations of Oriya dailies reached 4,22,000 in 1996. Such a sudden rise in

circulation and mushrooming of small Oriya newspapers is possible after post reform.

It was in 90s that a change swept through Odia media. As Robin Jeffrey wrote, "Until the 1980s, Oriya newspapers fell starkly into a particular category: they were put out by people of influence to demonstrate and bolster that influence." Unlike the other states Orissa had a press managed by politicians, and not businessmen. Some newspapers were run at a

loss because their proprietors valued the prestige and leverage within the tiny elite that dominated Orissa politics from the 1930s. Circulation, technology, advertising and profit were not the key considerations of owners; status, influence and 'education' were.

But in the 1990s, this began to change, daily circulations quadrupled and the proportion of Oriya newspaper readers went from roughly 7 per 1,000 to 33 per 1,000 by 1997.

## Odia TV channels' poor time for TG issues

By Abhimanyu Mishra, 2nd yr. MJMC

Bhubaneswar: Though Odisha has become the first state to give welfare to transgender community, the vernacular television channels contribute a very negligible time to raise issues relating to the community.

As per a study on 'Transgenders are Humans Too: A Study on Role of Odia TV Channels in Erasing Stigma' carried out by a student of MJMC of IMS, ostracized from the mainstream society and victim of widespread discrimination the transgender population remains one of the state's most marginalized groups. The study highlights the media coverage, particularly Odia TV channels, on welfare of transgenders and ensuring them their human rights.

The research which covers both simple and stratified random sampling in Capital City of Bhubaneswar has found out that TV channels are yet to reduce the stigma in the society. Data collected through survey and interview methods reveal that around 80 percent respondents feel ashamed

to interact with transgenders, while 52 percent respondents opine that social stigma, lack of awareness and conservative mindset are the reasons behind transgenders' discrimination.

The study says that TV channels do not do much in promoting or providing a better livelihood for the TG community. Though various news channels approach to the situation of the transgenders in a very serious way, they hardly showcase the problems of the community. There are few shows, which have till date showcased the life of the Transgenders and discussed the issues or problem. Some of them are: Aparajita (Kanak News), Ashara Aloka (OTV), Jibanara Canvas (Kanak News), Disha (Zee Kalinga TV), Jago Odisha Jago (Taranga TV) and Supravat (Kalinga TV).

While 46% respondents from transgenders watch TV, around 35% social activists go through the TV programmes on TG community and only 19% residents of city do watch

it. 53% respondents from transgenders, 21% social activists and 21% residents are aware about such TV programs.

Ashara Aloka has more viewership with 25%, while Jibanara Canvas placed at second position. These programs focus on awareness, livelihood, education etc. 80 percent respondents feel ashamed to interact with transgenders. 52 percent respondents opine that social stigma, lack of awareness and conservative mindset are the reasons behind transgenders' discrimination.

According to the officials, most transgender people are in a very bad condition because of their social exclusion. For example, they very often do not get employment easily. The government had a consultation with transgender people in April 2016 and they had raised their problems and issues. On that basis, the government is now taking many decisions to help them - giving them the Below Poverty Line status is one of them.

## Use of PR tools in service delivery stressed



Resource Persons with Director of IMS

Bhubaneswar, 16<sup>th</sup> Feb 2018: A seminar on 'Recent Trends of Public Relations Practice' was organised at Institute of Media Studies (IMS) here on Friday.

Attending the seminar, Deputy Director of Information and Public Relations Department Bibekananda Biswal said the practice of public relations is continually being reshaped. "The massive building and restructuring of market

economies around the world remind us that the nature of public relations work is often shaped by larger social, economic, political, and cultural changes," he added. He also stressed on use of PR tools in Government sector for better service delivery and communication.

Senior Officer (Media and PR) of IMFA Ravi Prusty said the industries are opting out of advertising and making a shift to

public relations since communication through PR is more strategic, targeted, focused and cost-saving than its counterpart of advertising. "For PR professionals at an individual level, gaining knowledge of digital platforms and knowing how to leverage them for their clients - reputation or brands will be key. However, in the grand churn of social media, there are always eyes watching you and an innocuous comment can quickly escalate into a crisis".

Among others, manager (corporate communication) of JSPL Sanjay Sahoo, Director of IMS Prof Upendra Padhi and faculties and students of various departments were present.



SUMMER TROUBLE: Women and girls collecting water from a stream

# ଶିକ୍ଷାର ଅଗ୍ରଗତି ପାଇଁ ସ୍ୱାସ୍ଥ୍ୟ ଉପରେ ଗୁରୁତ୍ୱାରୋପ

ଭୁବନେଶ୍ୱର ୨୨/୦୩/୨୦୧୮:  
ଇନଷ୍ଟିଚ୍ୟୁଟ୍ ଅଫ୍ ମିଡିଆ ଷ୍ଟିଜର୍ଲ୍  
କୀର୍ତ୍ତୀ ସେନା ଯୋଜନା ଓ ଭୁବନେଶ୍ୱର  
ସ୍ମାର୍ତ୍ତବି ଲିମିଟେଡ୍ ମିଡିଆ  
ଆନୁକୁଲ୍ୟରେ “ଶିକ୍ଷା, ସ୍ୱାସ୍ଥ୍ୟ ଓ  
ପରିମଳ” ଶୀର୍ଷକ ଏକ ସଚେତନତା  
କାର୍ଯ୍ୟକ୍ରମ ଆରମ୍ଭ କରିବା ନିକଟସ୍ଥ  
ସାବରମ୍ବ ପାଲ୍ ବସ୍ତିଠାରେ ଅନୁଷ୍ଠିତ  
ହୋଇଯାଇଛି।

“ସ୍ବାସ୍ଥ୍ୟ ହିଁ ସମ୍ପଦ” । ଉପଯୁକ୍ତ  
ସ୍ବାସ୍ଥ୍ୟ ବିନା ଶିକ୍ଷାର ଅନ୍ତରାଳ ସମସ୍ତ  
ନୁହେଁ । ତା ସହିତ ପରିବେଶକୁ  
ସଂପୂର୍ଣ୍ଣରୂପେ ପ୍ରଯୁକ୍ତଶକ୍ତି ରଖିବା  
ଆବଶ୍ୟକ । ସୁସ୍ଥ ପରିବେଶ ଆକାର  
ଯୋଗୁଁ ଶିକ୍ଷାର ଅବଦାନ ଘଟୁଛି ।  
ଫଳରେ ବେକାରୀ, ନିରକ୍ଷରତା,  
ଅପରାଧ, ଚୋରୀ ଓ ହାନିମାନଙ୍କର  
ନିର୍ମିତୀ ଗଠୁଛି ବୋଲି ଲକ୍ଷିଷ୍ଟଭାବେ ଅର୍ଥ  
ଅତିଥୀ ବୁଝାଏ । ଶିକ୍ଷାକଳା ପ୍ରଦେଶରେ  
ଉପେକ୍ଷା ପାଏ ଏହି ବିଚିତ୍ରତା ଯୋଗ  
ଦେଇ ଚାକର ମତସଂଗ୍ରହ କରିଥିଲେ ।

ନିମନ୍ତ୍ରିତ ଅତିଥି ଭାବରେ ଯୋଗ  
ଦେଇ ଜାତୀୟ ସେବା ଯୋଜନାର

ଆନ୍ତର୍ଦ୍ଧିତ ପ୍ରଶିକ୍ଷକ ନିରଦ ବରଣ  
ଖୁଟିଆ କରିଥିଲେ ଯେ ଶିକ୍ଷା ଓ  
ନୈତିକତାର ଅଭାବ ଫଳରେ  
ଅଭିଭାବକ ମାନେ ନିଜ କର୍ତ୍ତବ୍ୟକୁ  
ପୂରାରୂପେ ବ୍ୟାପାଦନ କରିପାରନ୍ତି  
ନାହିଁ । ଯେଉଁଠାପାଇଁ ଶିଶୁର ଶିକ୍ଷା ଓ  
ସ୍ବାସ୍ଥ୍ୟର ଅବନତି ଘଟିବା ସହିତ ବ୍ୟକ୍ତିର  
ବ୍ୟାପ୍ତ ରୂପେ ବିକଶିତ ହୋଇପାରେ  
ନାହିଁ ଏବଂ ଏହା ସମାଜ ପାଇଁ ବ୍ୟାଧି  
ସ୍ବରୂପ ।

ବନ୍ଧିର ଅଭିଭାବକ ଓ ପିଲାମାନଙ୍କ ମୃତେ ବିଭିନ୍ନ ପ୍ରତିଯୋଗିତା ଅନୁଷ୍ଠିତ ହୋଇଥିଲା ଏବଂ ଚୁଡ଼ା ପ୍ରତିଯୋଗୀମାନଙ୍କୁ ପୁରସ୍କାର ପ୍ରଦାନ କରାଯାଇଥିଲା । ଶେଷରେ ଆସିଲା ଡଃ ରାଜନ୍ଦ୍ର ପଟ୍ଟନାୟକ ଧନ୍ୟବାଦ ଅର୍ପଣ କରିଥିଲେ । ଏହି କାର୍ଯ୍ୟକ୍ରମରେ ସାରନ୍ତ୍ୟ ପାର୍ବି ବନ୍ଧିର ସଭାପତି ରାମଚନ୍ଦ୍ର ମାଝି, ସଂପାଦକ ସୁରେଶ ଚନ୍ଦ୍ର ମିଶ୍ର, ଆର.ଏମ୍.ଏସ୍.ର ଜାତୀୟ ସେବାକାଳୀୟ କର୍ମକାରୀ ଶ୍ରୀମନ୍ଦିରବାସୀ ଥିଏଟ୍ରାଲ ଆପାପାଟନ ଗଣ୍ଡୁଆନ ମଣ୍ଡଳ ଓ ଛାତ୍ରଛାତ୍ରୀ ଉପସ୍ଥିତ ଥିଲେ ।



ଶିକ୍ଷା, ସ୍ୱାସ୍ଥ୍ୟ ଓ ପରିମଳ ସଂକ୍ରାନ୍ତ ସଚେତନତା କାର୍ଯ୍ୟକ୍ରମ ବେଳେ ବସ୍ତି ପିଲାଙ୍କ ଗହଣରେ ଆଇ.ଏମ୍.ଏସ୍.ର ନିର୍ଦ୍ଦେଶକ, ଅଧ୍ୟାପକ ଅଧ୍ୟାପିକା ଏବଂ ଅତିଥି ମାନେ

ଆଇ.ଏମ୍.ଏସ୍.ରେ ଆନ୍ତର୍ଜାତୀୟ ମହିଳା ଦିବସ ପାଳିତ

ଭୁବନେଶ୍ୱର ୦୮/୩/୨୦୧୮: ଅଭି  
ସ୍ଥାନୀୟ ଭବିଷ୍ୟତ୍ ଅଫ୍ ମିଟିଆ  
କ୍ଷତିରୋଧ କାମରେ ସେବା ଯୋଜନା  
ପ୍ରସ୍ତୁତ ଆରମ୍ଭକରି ମହିଳା ବିବିଧ  
ପାଠରେ ଭୋଗସାମଗ୍ରୀ ନିର୍ଦ୍ଧାରଣ  
କରି ଅବସରରେ “ସାମାଜିକ ଅନ୍ତର୍ଗତିରେ  
ମହିଳାଙ୍କ ଗୁରୁତ୍ୱ” ଶୀର୍ଷକ ଏକ  
ଆଲୋଚନାସଭାକୁ ଅନୁଷ୍ଠିତ  
କରିଥିଲେ। ସଭାରେ ଆଲୋଚନାସଭାକ୍ରମରେ  
ଡଃସିଆ, ସାହିତ୍ୟାକାଂ ପ୍ରୋଫେସର  
ସତ୍ୟନେତ୍ରୀ ଡଃ ରାମା ରାଉତରାୟ  
ଯୋଗଦେଇ ରହିଥିଲେ ଯେ ମହିଳା  
ସମ୍ପର୍କିତଭରଣ ଗୌରବ ବୈଶିଷ୍ୟ  
ସହଜିତ ଶୁଦ୍ଧିତ ଓ ଚିତ୍ତିକରିତାବୋଧାଏ।  
ସାହିତ୍ୟିକ ସମୟରେ ସାମାଜିକରେ  
ମହିଳାଙ୍କର ଯଥେଷ୍ଟ ଗୁରୁତ୍ୱ ରହିଥିବା  
ବେଳେ ସବୁ କ୍ଷେତ୍ରରେ ମହିଳାମାନଙ୍କ  
ଅଗ୍ରାଧିକାରୀ ମୋ ପାରିଲେ ପ୍ରକୃତ  
ସମ୍ପର୍କିତଭରଣ ଯୋଗାଯୋଗ ଏକ ସ୍ପଷ୍ଟ  
ସାଧ୍ୟ ଗୋଟିଏ ଯୋଗାଯୋଗୀବେଳେ।

ସର୍ବଭାରତୀୟ ଗଣତାନ୍ତ୍ରିକ ମହିଳା  
ଫରଠରେ ସମାବେଶ ଗଢ଼ାଏ ପ୍ରହରୀ  
ମହିଳା ଦିବସର ଗୁରୁତ୍ବରୋପ କରି  
କରିଥିଲେ ଯେ ପ୍ରାନ୍ତର ପ୍ରାଧାନ୍ୟ  
ସମାଜରେ ରହିବାପାଇଁ ମହିଳାଙ୍କର ମୁ-  
ଖ୍ୟ ସମସ୍ୟାଗଣରେ ଅଧିକାର ପାଇବା  
ଦରକାରୀ। ସମାଜରେ ମହିଳାମାନଙ୍କ  
ପ୍ରତି ହେଉଥିବା ଅତ୍ୟାଚାରର ମୁଖ୍ୟ  
କାରଣ ହେଉଛି ଉପଯୁକ୍ତ ଶିକ୍ଷାର  
ଭାବେ ଏବଂ ଶିକ୍ଷାପ୍ରାପ୍ତିର ଦୂର୍ବ।  
କର୍ମନିରୁଦ୍ଧି କ୍ଷେତ୍ରରେ ମହିଳାମାନଙ୍କ  
ପ୍ରାଧାନ୍ୟ ଆଚାରର ପ୍ରକୃତ ମହିଳା  
ସଶକ୍ତିକରଣର ପରିଚ୍ଛେଦ ସମ୍ଭବପର।

ଆଣ୍ଡାମାନୀ ଶ୍ରବଣକାରକର  
ସହସମାବେଶ ପ୍ରାୟାଶ ସାମଗ୍ରିକ  
କରିଥିଲେ ଯେ ପ୍ରାୟତଃ ପରିଶେଷ  
ସହିତ ଏହାପରି କରିପାରିଲେ  
ମହିଳାମାନଙ୍କର ସ୍ବ-କ୍ଷେତ୍ରରେ  
ମହିଳାଙ୍କର ପରିପ୍ରକାଶ ହୋଇପାରିବ।  
ଏକ ମହାବଳି ଭିନ୍ନଭାବରେ ପଦକ୍ଷେପ

ସମ୍ପାଦନା ନିମନ୍ତେ ପୁରୁଷ ମାନଙ୍କ ଭଳି  
 ମହିଳାମାନଙ୍କୁ ମଧ୍ୟ ସମାନ ଅଧିକାର  
 ଦେବାବେଳେ ଆବଶ୍ୟକତା ରହିଛି ।  
 ଅନନ୍ୟତମ ଅତିଥି ଭାବେ ରାଜ୍ୟ  
 ଫର୍ମାସୁଟିଂ କମିଶନର ଶ୍ରୀମତୀ ସର୍ବଜିତା  
 କାର୍ଯ୍ୟସଂସ୍ଥାର ଆବାହକ ନିର୍ଦ୍ଧାରଣ  
 ଦେବାଣୀ ଯୋଗେଷ୍ଟକ ମହିଳାମାନଙ୍କର  
 ଅଧିକାର ଓ ଦାୟିତ୍ବ ସମ୍ପର୍କରେ  
 ମତପୋଷଣ କରିଥିଲେ ।

ଅନୁଷ୍ଠାନର ସମ୍ପାଦକେବା ବିଭାଗର  
 ମୁଖ୍ୟ ଡଃ ରାଘବୀ ପଟ୍ଟନାୟକ ଅତିଥି  
 ପରିଚୟ ପ୍ରଦାନ କରିବା ସହିତ ସ୍ଥାନର  
 ରାଶଟ୍ଟ ବେଳଥିଲେ । ସମ୍ପାଦକେବା  
 ବିଭାଗର ଅଧ୍ୟକ୍ଷ ରଘୁନାଥ ମନ୍ତ୍ର  
 ନନ୍ଦାବାଦ କରିବା କହିଥିଲେ । ଗଣକ  
 ଆଲୋଚନାଚକ୍ରରେ ଅନୁଷ୍ଠାନର  
 ନିର୍ଦ୍ଦେଶକ ପ୍ରତାପର ଉପସ୍ଥୁତି ପାଗା,  
 ବିଜିଂ ବିଭାଗର ଅଧିକାରୀ ଅମିତା ଓ  
 ଜ୍ଞାନପ୍ରସାଦ ଉପସ୍ଥିତ ଥିଲେ ।

ସଂରକ୍ଷଣ ପାଲଟିଛି ରାଜନୀତି

ଲକ୍ଷ୍ମୀପ୍ରିୟା ଦାଶ, ସାମ୍ବାଦିକତା ପ୍ରଥମ ବର୍ଷ

[illegible]

୧୯୫୦ ମସିହାରେ ଏକ  
ପରମପୂଜ୍ୟ ଧୀରଶ୍ରୀ ସଂପନ୍ନ କର୍ତ୍ତା  
ବାବାସାହେବ ଆୟେଦକର ରାଜ୍ୟ  
ଯେତେବେଳେ ସମ୍ପାଦନ ତିଆରି କଲେ,

ତେବେଳେ ସମାଜରେ କିଛି ବ୍ୟକ୍ତି  
ଜାତି ଅବହେଳିତ ଅଟନ୍ତୁଥିଲେ । ତେଣୁ ବାବାସାହେବ  
ନାମକ ସମାଜର ସ୍ଥାପକବୃତ୍ତ  
ପାଇଁ ପାଇଁ ଏହି ସମାଜର ସମାଜର  
କରିବା ପାଇଁ ସମସ୍ତଙ୍କ ଭଳି ଏକ  
ନିୟମାବଳୀର ଗ୍ରହଣ କରାଯାଇଛି ।  
ତେବେ ସେତେବେଳେ ସମାଜରେ  
ଜାତିର ଚାନ୍ଦନରେ ସୋମାନ  
ଆ ହୋଇଯାଉଥିଲା, ତେଣୁ ଏହି  
ନିୟମାବଳୀ ପାଇଁ କରିବା ଏକ  
ନିୟମାବଳୀ କରି ସର୍ବାଙ୍ଗ ଉନ୍ନତି  
ଗଢ଼ା ବାବାସାହେବଙ୍କ ଚିନ୍ତାଥିଲା  
ପ୍ରତି ଦଶବର୍ଷରେ ଏହାର ସମୀକ୍ଷା  
ପାଇଁ ଯୋଜନା କରିଥିଲେ ।  
ନାମକ ପରବର୍ତ୍ତୀ କାଳରେ  
ନିୟମାବଳୀ ନିୟମାବଳୀ ଶରଣ

ନାମକ ଯୋଗୁଁ ଏହା ଜାତି ସମାଜରେ  
ଗହଳୁଥିବା ଧାରଣ କରିଛି । ଜାତି ଜାତି  
ନିୟମରେ ବିଚ୍ଛିନ୍ନ ହୁଏ କରିଛି । ହିନ୍ଦୀ,  
ପୋଡ଼ଜାଳ, ଯତ୍ୟା ଭଳି ଜନସଂଖ୍ୟା  
ସମାଜରେ ବଦଳି ଗଲାଣି । ଏହା ଦ୍ଵାରା  
ସେବାରେ ଉପରେ ଶକ୍ତି ବଢ଼ାଇଛି ଗହଳୁ  
ଆମର ଚିନ୍ତା କରିବା ଦେଖାଯାଇଛି  
କଥାରେ ଅଛି ତେଣୁଆ ସ୍ଵତନ୍ତ୍ରତା ତେଣୁ  
ଭଳି ଏହାଠାରୁ ମାତି ଆଗେଇ ଗଲାଣି ।

ପ୍ରକୃତରେ ସେବାକାରୀ ଗଲେ ଯେ  
ପ୍ରକୃତ ହିତାଧିକାରୀ ସେବାରେ ଏଥିରୁ  
ବଞ୍ଚିତ ହୋଇ ଗଲେ । ଏହାଠାରୁ  
ନିହାତି ଆବଶ୍ୟକ, ମାତ୍ର ଜାତି ଗତ  
ନହୋଇ ଆସିବ ତ ଭିନ୍ନସମ୍ପର୍କ ପଥ  
ସମାଜର ଦୂର୍ବଳ ଥିବା ବ୍ୟକ୍ତିଙ୍କ ପାଇଁ  
ଗଲୁ ହେବା ଆବଶ୍ୟକ । ଏହାକୁ ନେଇ  
ନିୟମରେ ଗୋଟିଏକ ଯେ ଦେଖାଯାଉ

## ବଇରି ସାଜୁଛି ସାମାଜିକ ଗଣମାଧ୍ୟମ

ଶ୍ରଦ୍ଧାଞ୍ଜଳି ଅମାତ୍ୟ, ସାମ୍ବାଦିକତା ପ୍ରଥମ ବର୍ଷ

ସ୍ବାମୀଙ୍କ ଗଣାଧ୍ୟାୟର ପ୍ରସ୍ତୁତଯୋଗ ଅଟେ ପ୍ରସ୍ତୁତ ହେଉଛି । ଦିନକୁ ଦିନ ସଫଳତାରେ ଗାଳୁଛି । ଶ୍ରୀକବିଙ୍କ ଗାଳୁଛି ନିଗାହ ଝିଅଙ୍କ କାଜିର । କେଉଁ କେଉଁ କେଉଁ କେଉଁ ଝିଅଙ୍କ ପଟେ । ସ୍ବାମୀଙ୍କ ଗଣାଧ୍ୟାୟରେ କଥା ଯାହା ଗଳି କେଉଁ ପ୍ରେମିକାର ବାସ୍ତବ୍ୟ ଗାଳି ଗାଳି ପ୍ରେମିକାର ବିଶ୍ୱାସ ହାସଲ ପାଇଁ ଗଣାଧ୍ୟାୟରେ ତା'ର ଆପତ୍ତିକନକ ପଟେ ପଟେ କିଛି । ଆଉ ତା' ଘର ଗଣାଧ୍ୟାୟରେ କିଛି ଚିତ୍ତିତ ସ୍ବାମୀଙ୍କ ଗଣାଧ୍ୟାୟରେ ପ୍ରସାରିତ ହେବାରେ ଗାଳୁଛି । ସହାୟ ନେଇ ଗଣାଧ୍ୟାୟରେ ଦେଖା ଦେଖିଛି ସଫଳ । କେଉଁ କେଉଁ ଯାହା ଯାହା ଯାହା ସ୍ବାମୀଙ୍କ ଗଣାଧ୍ୟାୟର ସଫଳ ପ୍ରସ୍ତୁତଯୋଗ ?

ଅଗିଷ୍ଟିତ ନୁହେଁ ଶିକ୍ଷିତ ଶ୍ରେଣୀର	ଆପଣ
ଲୋକ ଏଭଳି କାଣ୍ଡ ଭିଆଇଛନ୍ତି ।	ଆପଣ
ଏଥପାଇଁ କ'ଣ ଆଚରଣାନୁସ୍ଥଳ ସୁଧା	ବଦଳି
ତାହାକୁ ଯେମିତି କାହାରି ଖାତିର ନାହିଁ ।	ଏହି
ବିଶେଷ କରି ଯୁବ ପିଢ଼ିଙ୍କ ମଧ୍ୟରେ	ପାଖ
ଭାକାବାଳା ଭିଡ଼ି ଓ ପ୍ରଚୋର କେଜୁ	ମିଡ଼ି

ବିଶ୍ୱାସୀକୁ ଦୃଢ଼ିତେବେ ଯେଉଁ  
 ଓ ଝିଅ ପରସ୍ପରକୁ ଭଲ ପାଇଛନ୍ତି,  
 ତାଙ୍କିଣିଏକି ବାଟରୁ ଭଲ ପାଇବେହିଁ,  
 ଯେଉଁ ଖମ୍ବରେ ଫାଟ ହୋଇଛେ,  
 ତ ପରିମାଣ ଦୃଢ଼ିତେବେ ଭୟନକ  
 ଶାଖାର ମାଧ୍ୟମ ସାହୁଛି ସାମାଜିକ  
 ଆଧାର । ଏହି ଅପରାଧୀକୁ  
 ଅନିଚ୍ଛାକୃତ ଭାବେ ଅତିବେଶେ  
 ଚିହ୍ନିତ ହୁଏତ ଉପକାଶ ଆମ ।  
 ଯୁଦ୍ଧର ଉଦ୍ଧାର ସତ୍ତ୍ୱେ ଏହାର  
 ଉଦ୍ଧୃତି ଦେବାବେଳେ ଗାନ୍ଧିଜି । ସେ  
 ସଂସ୍ଥାକୁ ବୁଝି କ'ଣ ? ଅପରାଧୀ  
 ଶାନ୍ତ ଆଇନ ପ୍ରତି ଉପକାଶ ନୁହେଁ  
 କି ? ଏ ସବୁର ସ୍ୱତନ୍ତ୍ର ଲେଖକ  
 ଯେ ପୋଲିସ୍ ପାଖରେ ନାହିଁ ।  
 ସେ ପୋଲିସ୍ ସ୍ୱତନ୍ତ୍ରତେ ବେଳେ  
 ଶୁଣିଆ କାର୍ଯ୍ୟାଳୟରେ କରୁନୁଅସୁବୁଲୁ  
 କାମର ଦୃଶ୍ୟ ଏହାକୁ କାରାଗାର  
 ଗାରେ ଗାରିଛି । ବିଶେଷ କରି  
 ଗିରଫ କରାଯିବା ପରିସ୍ଥିତି ଅନନ୍ଦ  
 ଲାଭ କରେ ନୁହେଁ ଏ । ଜଣେ ସୁଦୃଢ଼ ନୁହେଁ  
 ଯେଉଁ ଶେଷ ଶ୍ରେୟ ସୁଦୃଢ଼ତା ପଡ଼େ

ବୁଝିଛି । ସେଥିପାଇଁ ଦାୟା କିଏ ?  
 କେବଳ ପୁଅ ନୁହେଁ ଝିଅମାନେ ବି  
 ସମସ୍ତପରିମାଣରେ ବାଘ ବୋଲି  
 କୁହାଯାଉଛି । ସହକରେ ଅଣଣ  
 ଭୋବିବୁ, ସ୍ୱାସ୍ଥ୍ୟ କରିବା, ପାରିବେ  
 ନକରିବା ଆଦି ଏହି ସମସ୍ୟାକୁ ପରିଚ୍ଛାଦିତ  
 କରିଛି । ଏକଜି ଭୟନକ ପରିସ୍ଥିତିର  
 ବ୍ୟାପକ ସମ୍ଭାବଣ ଅନୁନୁ  
 ବ୍ୟବହାର ସତ୍ତ୍ୱେ ଓ ବିଚିତ୍ର  
 ସ୍ତୋଭସେବା ସଂଗଠନ ବର୍ତ୍ତମାନ  
 ସୁଦୃଢ଼ିତା ମଧ୍ୟରେ ବ୍ୟାପକ  
 ସେବେତନତା ସୃଷ୍ଟି କରିବା ଏକା  
 କରୁନା ହୋଇପାରିଛି । ସେହିପରି  
 ପିତାମାତା ଓ ଗୁରୁଜନ ମଧ୍ୟ ପୁଅ ଓ  
 ଝିଅକୁ ଶୁଣୁଣିବି ଓ କାବନସାମନ  
 କରିବାକୁ ପ୍ରବର୍ତ୍ତନକାରୀ ଆବଶ୍ୟକତା  
 ରହିଛି । ଅପରାଧ ଶିକ୍ଷାଦାନ ପୂର୍ବରୁ  
 ପରିମାଣ ସଂଗ୍ରହକର ଅସ୍ଥିତମାନଙ୍କ  
 ଭୟ ସୃଷ୍ଟି କରିବାରେ ସମ୍ଭାବ୍ୟ ପୋଲିସ୍  
 ଉଦ୍ଧୃତା କରୁଣା ।



ଆନ୍ତର୍ଜାତୀୟ ମହିଳା ଦିବସ ଅବସରରେ ଯୋଗ ଦେଇଥିବା ଅତିଥି ବ୍ୟକ୍ତି

## ନିମ୍ନର ଔଷଧୀୟ ଗୁଣ

୧. ଦୈନିକ ୫ଟି ନିମ୍ନ ପତ୍ର ଓ ୫ଟି  
ତୁଳସୀ ପତ୍ର ଏକାଠି ଚୋବାଇ ଦୁଇଗ୍ଲାସ୍  
ପାଣି ପିଇଲେ ଶରୀରର ରୋଗ  
ପ୍ରତିଷେଧକ ଶକ୍ତି ବଢ଼ିଥାଏ ।

୨. ନିମ୍ନର ପ୍ରତ୍ନାବରୁ ଜଣେ ବାତ, ପିତ  
ଓ କଫ ଦୋଷରୁ ହେଉଥିବା ରୋଗ ଠାରୁ  
ଆକ୍ରାନ୍ତ ଦୁରେକ ରହିଥାଏ ।

୩. ରାଜାରାଜ କିମ୍ବା କୌଣସି ଜର  
ହେଲେ ନିମନ୍ତ ହେଲି, ପତ୍ର ଓ ଫଳକୁ  
ସିଝାଇ ଏହାର ପାଣିକୁ ମଧୁ ସହିତ  
ସେବାନ କେଲେ ଆରୋଗ୍ୟ ମିଳିଥାଏ ।

୪. ନିୟ କଡ଼ ଖାଇଲେ ବିକଳ ପ୍ରକାରର  
କୃମି ଏବଂ ଚର୍ମ ରୋଗ ଦୂର  
ହୋଇଥାଏ ।

୫. ନିମ୍ନ ମଞ୍ଜୁଳ ବାଟି ନଡ଼ିଆ ଚେଳରେ ମିଶାଇ ଲଗାଇଲେ କେଶ ଝଟିବା ତଥା ଅକାଳରେ କେଶ ପାଟିବା ଦୂର ହୋଇଥାଏ ।

୬. ନିମ୍ନ ଗଛର ଛେଳିକୁ ଗୁଣ୍ଡାଳ ଚାକୁ ଗୁଣ୍ଡାଳର କପଡାରେ ଚଢ଼େଇ ଦାନ୍ତ ଘଷିଲେ ବିଶିଳ୍ପ ପାଟି ରୋଗରୁ ଆରୋଗ୍ୟ ମିଳିଥାଏ ।



# Skill Development for Youth in Odisha: Challenges and Opportunities

By Snigdha Jyotsnamayee, Faculty of MFC

Odisha's economy passes through a transformation from "a growing economy" to "an economy at take off stage". Growth rate picks up momentum with Industries and Services sectors as drivers of growth. Agriculture sector loses its importance in terms of contribution to State income while, still retaining its prime status as the livelihood provider to the maximum number of families. Pace of industrialization continues in high note with the advantage of rich natural resources and available physical and human capital in the State.

Continuous improvement in "ease of doing business" has further stimulated the process. Poverty falls significantly thanks to sustained efforts of the State Government. Still there is a long way to go to achieve its complete elimination. Infrastructure development has been laudable but the need for its further upgradation is still high and urgent. Social and financial inclusion show signs of improvement but are not complete. Human development indicators have improved. Hunger and starvation are now things of the past with food security high on agenda of the Government. With impressive track record in fiscal reforms State again faces the problem of resource crunch. With a mixed baggage of strengths, weaknesses, opportunities and threats, Odisha economy marches ahead from a "State that was

lagging behind" to a "State on the move".

## SKILL DEVELOPMENT PROJECTS:

The state of Odisha has been leading from the front with regard to training the youth in industry-relevant skills. Besides enhancing the employability of youth, there has been strategic focus on entrepreneurship development, improvement of technical education and most importantly, developing the right infrastructure for skills-based training.

Mr. Subroto Bagchi, Chairman, Odisha Skill Development Authority (OSDA) who has inspired millions all over the world as an entrepreneur and an author. Developing the 'Odisha Model' of Skill Development. Three deliverables of OSDA, besides creating employable skill development for 11 lakh young people over a 5 years period between 2014-2019.

⇒ In a timeframe of three years, corporate India should "lock-in" talent in Odisha ahead of its manpower requirement.

⇒ Between three to five years, Odisha should become a Global destination for skill-employers.

⇒ Over a period of 5 years, Odisha should be able to create models of skill development which would be useful for implementation elsewhere.

The Asian Development Bank is helping Odisha in eastern India provide work skills training to about 200,000 young people,

including women and members of disadvantaged groups. The project will help trainees learn skills in priority sectors, including manufacturing, construction and services. About 80% of the state's youthful workforce is employed in the informal sector because of low skills. The project will help the government of Odisha improve the employability, productivity, and income of its working-age population by enhancing the state's capacity to supply high-quality, market-responsive skills training. These training programs are in line with the state's development strategies in priority sectors such as manufacturing, construction, and services (e.g., healthcare and automotive).

Under the national "Make in India" and "Skill India" campaigns, the Government of India emphasizes building the skills of the youth to obtain high-quality jobs and higher wages in the manufacturing and services sectors. Yet, states like Odisha, which have large tribal and disadvantaged populations and large young workforce, face significant challenges in equipping their populations with skills to meet labor market needs. According to a skills-gap study commissioned for Odisha by the National Skill Development Corporation, demand for semiskilled and skilled workers will continue to increase. The cumulative demand-supply gap for skilled workers during 2011-2026 is estimated to

be about 4 million, with high demand in the key sectors such as construction, manufacturing, transportation and logistics, information technology (IT) and IT-enabled services, education and financial services, and health care. Since Odisha is a net exporter of workers to other parts of India and abroad, the demand for skilled workers will likely be even greater.

Odisha aimed to train 1 million people by the end of the Twelfth Five-Year Plan, 2012-2017. It further aims to train additional 800,000 people by 2019. However, the capacity and quality of existing training programs are far from adequate to meet this target. The state has trained only about 330,000 people during 2014-2015. To cope with skilling demand, the state government has introduced several initiatives.

## OPPORTUNITIES:

The idea is to raise confidence, improve productivity and give direction through proper skill development. Skill development will enable the youths to get blue-collar jobs. Development of skills, at an young age, right at the school level, is very essential to channelise them for proper job opportunities. There should be a balanced growth in all the sectors and all jobs should be given equal importance. Every job aspirant would be given training in soft skills to lead a proper and decent life. Skill development would reach

the rural and remote areas also. Corporate educational institutions, non-government organizations, Government, academic institutions, and society would help in the development of skills of the youths so that better results are achieved in the shortest time possible.

In its bid to impart skill training to about two lakh youths in the next five years, the Odisha government today decided to set-up eight Advance Skill Development Training Institutes (ASTIs) in different places of the state. The places which have been identified to house ASTIs are Angul, Balasore, Bhubaneswar, Berhampur, Jeypore, Bolangir, Jharsuguda and Rourkela. These institutes would impart skill training in 142 courses of 12 priority sectors of the government, Gupta said adding the scheme targets to train two lakh youths, impart advanced and finishing skills to 50,000 ITI pass outs and support skill training to 5,000 people for self employment. Besides, customised skill up gradation training and certification would be provided to 25,000 skilled workforce in their respective trades under Recognition of Prior Learning (RPL) provisions

Under HRD scheme in collaboration with Ministry of Textiles, GOI, 80 girl students of KISS have taken up Handicraft Technical training. The program commenced on 1st June 2017 and training was imparted in fields like Applique, Embroidery and

Tribal/Saura Art. The trainees received additional benefits of stipend for attending the program.

## CHALLENGES:

⇒ To ensure the sustainability of the skill program, the beneficiaries need to pay some part of the cost as fee. However, their affordability becomes a bottleneck especially for the BPL students.

⇒ Skill Gap studies across Odisha would help the skill providers offer demand driven skill training. This should also help reduce demand on the beneficiaries to migrate out of their region or state in order to get a job.

⇒ All the participants talked about the fact that across the beneficiaries there was a definite lack of understanding of need for skills and the possibilities of entrepreneurship after the training.

⇒ Migration related issues can be categorized into two main segments; the first being 'pre-training' and the second 'post-training'. The first emanates from a lack of region wise skill gap studies hence, a possible mismatch in the required skill in the vicinity and the skills training being imparted.

⇒ Lack of flexibility in the Government Policies with regards to the usage of funds, choice of programs to be taught etc. becomes a bottleneck to offer demand driven programs. The private ITCs find it difficult to reach, they look forward to partnering with local ITIs.

## Fake ads continue to exploit consumers

BHUBANESWAR, 27<sup>th</sup> Oct 2017 : Deceptive and false advertisements are not just unethical, it distort competition and also consumer choice. False and misleading advertisements violate several basic rights of consumer including right to

choose and right to be protected against unsafe goods and unfair trade practice, said speakers here on Friday.

Speaking at a seminar on 'Legal and Ethical Aspects of Advertising' organised by Institute of Media Studies (IMS),

Member of State Women Commission Snehajali Mohanty said women and children are easy prey to advertisements. There are more women portrayed as being alluring to men and they are being viewed as sexual objects advertisements, she said.

Communication Expert and Chief Manager (Corporate Affairs) of Paradeep Phosphates Ltd (PPL) Sudhi Ranjan Mishra called upon students to be creative and innovative while making advertisements and pursue career in the sector.

Advisor of State Institute of Consumer Awareness (SICA) Sasmita Pattnaik said despite several laws meant to protect consumers against unfair trade practices, false and misleading advertisements continue to exploit the consumer. She highlighted on Consumer Protection Act, 1986.

Among others, MD of Fast Communication Trinayan Rath and Director of IMS Prof Upendra Padhi also spoke.



Resource Persons with Director of IMS during a seminar

## Akshaya Tritiya

Akshaya Tritiya, also known as Akti or Akha Teej, is annual spring time festival of the Hindus and Jains. It falls on the third Tithi (lunar day) of Bright Half (Shukla Paksha) of Vaisakha month. It is observed regionally by Hindus

and Jains in India and Nepal, as signifying the "third day of unending prosperity". The festival date varies and is set according to the lunisolar Hindu calendar, and falls in April or May of every year in the Gregorian calendar.



A tribal couple preparing their field for farming

# GLIMPSES OF IMS



Director Prof. Upendra Padhi (right) being felicitated by Prof. Dr Radheshyam Pradhan, former Professor of Pokhara University, Nepal during ICITC-2018



Kiran Kumar Mohanty, student of 1st year MJMC, receiving certificate and trophy from guests during 20th Kalinga Book Fair



Students, NSS Programme officers with Director of IMS Prof. Upendra Padhi at Special NSS Camp at Mahula village in Khordha district



Students busy in reporting at Mahula village during their rural reporting camp in Khordha district



Sourav Chakraborty, student of 1st year MJMC being felicitated by Union Minister Dharmendra Pradhan on the occasion of National Press Day -2017



MJMC student Laxmipriya Dash receiving trophy from guests for securing 2nd position in a debate competition on Pt. Nilamani Vidyaratna death anniversary



**IMS FAMILY:** Students, staff and faculties posing for a photograph with Director Prof Upendra Padhi after ICITC-2018 in Bhubaneswar