Deficiency of Nutritious Food

and vitamins causes arthritis, brain & nervous system disorders, weakness, heart, bones & skin related many dangerous diseases while 50-80% people suffer from malnutrition.

Chemical and animal based nutrition and vitamins that are sold in the market often cause harm to the body as they are not according to the human nature.

Patanjali scientists have researched on natural herbs for years to provide you natural health with 100% Natural, Organic & Plant based range of Nutrela Natural Vitamins and Nutraceuticals.

Animal & chemical based protein can harm digestive system and kidneys. Introducing Nutrela 100% natural, organic, milk based protein

INDIA'S MOST CERTIFIED & AUTHENTIC NUTRITION

With protein, complex carbohydrates, 52 essential nutrients, 11 natural herbs, 12 minerals, 11 Vitamins and 18 essential amino acid, 100% vegetarian & natural Weight Gain (Sugar Free)

A golden job opportunity for India’s skilled, energetic & dynamic youngsters

Under the Swadeshi, healthy and prosperous India initiative of Nutrela nutrition join us at district & tehsil level as Sales Team/Medical Team (M.R.). Graduates with 3-5 years sale experience owning a 2 wheeler are invited to feel thousands of vacancies in India. For more information and to apply contact;

For Nutrela Nutrition Email: recruitment@ruchisyosa.com Email: nutrela@ruchisyosa.com Website: www.nutrelanutrition.com

For Patanjali Food vertical Email: foodsales@patanjaliayurved.org Website: www.patanjaliayurved.org

For Patanjali Herbal Cosmetic division Email: patanjaliherbalcosmetics@patanjaliayurved.org Website: www.patanjaliayurved.org

For Biscuit & Confectionery division Email: biscuit_conf@ruchisyosa.com Website: www.ruchisyosa.com

Note: Apply for distributorship of Nutrela and Patanjali Group: distributor@ruchisyosa.com

Complete range of Nutrela Nutrition is available at Patanjali Exclusive Stores, Medical Stores and at all leading stores near you.
The Odiha Government is committed to provide all kinds of support for the study, said Vice Chairman, Inland Waterways Authority of India (WAI) Jayant Sinha underlined the need for developing inland waterways as a credible and viable means of transport. He spoke about a target of attracting 200 million tonnes per annum through inland waterways.

and that waterways will be more beneficial for State like Odisha because it is economical, and can also help meet national land acquisition and handover by the Government. Currently national waterways are used for handling traffic of coal and coke, iron ore, fly ash, steel, bauxite, granite, and National Waterways - 5 (Phase I, Phase II and Phase III) were de- clared in 2018 in Mahanadi / Brahmaputra delta. River and East Coast Canal (ECC) for a length of 388 km.

1st women-owned Patanjali store

Brahmapur: The Indian Railway Catering & Tourism Corporation Limited (IRCTC) recently opened nine-sky bee Patanjali Stores from 12 in the par- ticipants would cover five im- portant tourist destinations in north India. Regional Manager Dr Kranti Prasad, IRCTC, currently providing package of tour to India through which no one is not economical but also covers a wide range of travel opportunities. The launch of new travel agents to visit north India at an affordable cost would definitely attract more tourism. The managing director of the IRCTC, Jaydeep, Kujang said, “Power failures are no longer a problem. We are really used to the supply. The patch although has four hand pumps, yet only one was functional, the residents said. Similar complaints were received from the residents of Dhinkia village. There are many areas that are almost scantly drinking water supply for more than two months. The residents who were experiencing this problem for more than a month previously have got damaged disconnecting the supply. The patch although has four hand pumps, yet only one was functional, the residents said. Similar complaints were received from the residents of Dhinkia village.

The megalodon also offers free refreshments for those who travel from a bridge in a river, bike or car.

Drinking water crisis

B Surgar residents who complained of drinking water crisis

a girl of Sundargarh district had to wait for a week only to get her son back home, at night, she had married in other caste. The police arrested the accused four hand pumps, yet only one was functional, the residents said. Similar complaints were received from the residents of Dhinkia village.

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Battle for UP enters third phase today

Punjab set to witness multi-party contest

Kejriwal returns to terror sympathiser barb: Added 12,430 classrooms

Vishwas gets “y” category security

"Covid'over' a dangerous narrative: WHO

Ukraine rebels mobilise troops amid invasion fears
In Nabarangapur

A five-year-old child was rescued from a burning building in Nabarangapur Rural Development Block in Nabarangapur district on Friday.

The child, identified as A. (5), was playing with play material near the building when his clothes caught fire.

Police and fire personnel rushed to the scene and rescued the child. The child was airlifted to the District General Hospital in Nabarangapur for treatment.

In Baleswari

Two heroin addicts were arrested in Baleswari town in the district.

Police said the two men were arrested in the early hours on Friday from an empty room in the town.

In Nabarangapur,

A man who had been stabbed in the abdomen was admitted to Nabarangapur Medical College and Hospital.

The man, identified as B. (26), was admitted to the hospital with multiple stab wounds after he was attacked by a group of people in Nabarangapur town on Thursday.

In Jagatsingpur

A young couple was rescued from a burning building in Jagatsingpur town.

According to police, the couple was rescued from the building by a passerby.

In Jajpur

A young man was rescued from a burning building in Jajpur.

The young man, identified as C. (20), was rescued from the building by a passerby.

In Bhadrak

A man who was injured in a road accident was admitted to Bhadrak Medical College and Hospital.

The man, identified as D. (45), was admitted to the hospital after he was injured in a road accident in Bhadrak town on Thursday.

In Jagatsingpur

A young man was rescued from a burning building in Jagatsingpur.

The young man, identified as E. (22), was rescued from the building by a passerby.

In Baleswari

A young man was rescued from a burning building in Baleswari.

The young man, identified as F. (20), was rescued from the building by a passerby.

In Jagatsingpur

A young woman was rescued from a burning building in Jagatsingpur.

The young woman, identified as G. (25), was rescued from the building by a passerby.

In Bhadrak

A young man was rescued from a burning building in Bhadrak.

The young man, identified as H. (25), was rescued from the building by a passerby.

In Jagatsingpur

A young man was rescued from a burning building in Jagatsingpur.

The young man, identified as I. (25), was rescued from the building by a passerby.

In Baleswari

A young man was rescued from a burning building in Baleswari.

The young man, identified as J. (25), was rescued from the building by a passerby.

In Bhadrak

A young man was rescued from a burning building in Bhadrak.

The young man, identified as K. (25), was rescued from the building by a passerby.

In Jagatsingpur

A young man was rescued from a burning building in Jagatsingpur.

The young man, identified as L. (25), was rescued from the building by a passerby.
Harris on Ukraine: World at ‘a decisive moment in history’ by Aarne Madhvari

U.S. President Joe Biden has said that he is concerned and has reason to believe that Russia could invade Ukraine, including its capital Kyiv, as soon as next week. He warned that “Russia will be attacking including in Kyiv” and said that the war would be “long and bloody” and “several years of war and including in Kyiv”. The President also warned that Russia would be using cyber attacks.

In Berlin on Saturday that it will face “a decisive moment in history” if it permits it to invade Ukraine and that it will face “a decisive moment in history” if it does not prevent it from invading Ukraine. He also said that “Russia will be attacking including in Kyiv” and said that the war would be “long and bloody” and “several years of war and including in Kyiv”. The President also warned that Russia would be using cyber attacks.

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Chattisgarh is the top performer. Increase in demand for power generation of 314.89 Billion units up to 200 tonnes, Commerce department announced that the UAE market was 67,832.30 MW having excellence. Maintenance of the power plants is being done. Thiruvananthapuram: Saturday. The AAP, which has been in power for the last four months, a power ministry result in 2.5 times increase in power production. This demonstrates the exponential growth of the digital trade.
Pant to plan out as many options as possible: Pant

When you come down the order, the knowledge you acquire, the game-pressure situation one is put in, then you think about whether I've made the right decision. Pant was all praise for Virat Kohli.

BCCI gives Kohli break from bio-bubble before third T20I against WI

As reported by PTI on Friday, Kohli will be playign the third T20 international match here on Saturday, as the BCCI decided to give him a break from the bio-bubble for the next two T20 internationals.

Labelling Kohli India's talisman, the board sources said: "Kohli is our talisman and he is our captain, so we need to ensure that he is in the best form and that he remains fit. So, we think this is the right time to give him a break."

"Yes, it is difficult to say who will take his place but we hope there will be someone who can take up the mantle," a senior board official told PTI.

Sources said the team management committee wants to ensure Kohli is fit for the first Test against West Indies which is scheduled to begin from May 22 in St Lucia. There will be no captain for the match.

Kohli has returned to the XI after an absent of more than a month and was named as the skipper for the West Indies tour. It was understood that the team management committee had to choose between giving him a break or giving him a chance to lead for the third T20I.

"We made the captain in the second T20 against West Indies and again for the third T20 against Sri Lanka. After Kohli comes back, there is hardly any chance for a new captain," a senior board official said.

There are two Tests versus Sri Lanka, and they are being played in Colombo. India are in the second Test and will be in the third Test in the island country.

The three Tests will be Kohli's first as the skipper and Pant has said that he will be a part of the XI in the Tests. Pant on Saturday had said he was not thinking about anything else but the Test against West Indies.

Sharma was blurted in his.

He agreed that till the last ball played, he would be one of the important members of the team for sure. He has been a very important part of the team and has contributed a lot. He was a very important part of the team in the limited-overs series against Australia. He was also the one who led the run-chase in the second T20 against Australia.

"But after the injury, who is he now? We are not sure about his fitness. Who is he now? We are happy that we have him back in on the team," Pant added.

Sharma was blurted in his.

You need to ask Hardik why he is not playing Ranji trophy: Chetan Sharma

Maharashtra Sports Commissioner said action against Hangargee.

Chairman of selection committee Chetan Sharma has asked the BCCI to take action against Hangargee.

"That's the one and only time Hangargee had been involved in the Ranji competition as far as the selection committee is concerned," he said.

"He has been an integral part of the team," he added.

"I have written to the BCCI and asked them to take action against Hangargee," he said.

Hangargee has been a key player in the team for the past few seasons.

Hangargee is set to take charge of the Delhi Ranji team for the upcoming season.

He has been a key player in the team for the past few seasons.

Hangargee is one of the most experienced players in the team and has been a key player in the team for the past few seasons.

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**CAST THE MOST IMPORTANT FACTOR**

Unlike rayon, nylon and polyester, which are man-made, silk has natural origins. This means that they are environmentally friendly, more absorbent and thus, comfortable to wear in all seasons.

**Sound of music**

Music is the best medicine. Here are the top 10 songs of the week that will lift up your weekend mood

**AN EVENING OF MUSIC**

By Shilpa Sambharya

Music

Anddhu Enna Poove

Bollywood vibes

Poha Naisha (Udit Narayan)

Kuch Toh Hai (Anu Malik)

Kahani Ki Yaa (K S Chithra)

Jadu To Nazar (Udit Narayan)

Bandthon Se (Shaih Ghoshal)

English Virgin

Stairway to Heaven (Led Zeppelin)

Imagine (Yoko Ono)

Revolution (The Beatles)

Wind of Change (Boabper B)

Back in Black (AC/DC)

**Mastrokes**

In a nutshell, 12th edition of India’s largest online platform that specializes in home décor products has designed elegant door bell designs, plastic doors, metal doors, glass doors, wooden doors, door parts, a variety of hinges, locks, and other parts of the door. All these products are made from traditional techniques, modern and luxury materials. They ensure that your home is always the most comfortable, secure and stylish. The door is the first impression of your home, and it should not be the ugliest one. The design and color of the door will reflect the personality of the owner. A beautiful door will make your guests feel welcome and your home feel like a second home.

**LEARNING THROUGH IT**

By Rakesh Jain

Reliving Sholay

By Virat Dahiya

Telly Tale

By Anjali Sarkar

**UNTOLD TALE**

By Anjali Sarkar

**WORLD OF FEARLESS REALITY**

By Rajat Chawla

**Plan Your Day**

By Shivam Gupta

**CANCELLATION OF NOTICE INVITING TENDER**

No: BS/AC/KNV/DES/L/2023/0029

Date: 14.02.2022

The re-tender Notice No: BS/AC/KNV/DES/L/2023/0029 of the Assistant Manager (L/C) of State Bank of India, Assam Circle, for the purchase of 200 sets of 5KVA UPS and 200 sets of 1KVA UPS has hereby been cancelled.

Sd/-

Ms. Anindita Das

Assistant Manager (L/C)

State Bank of India, Assam Circle

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Term Sheet of Request for Proposal (RFP)

Tender Notice:

Tender Notice for the purchase of 200 sets of 5KVA UPS and 200 sets of 1KVA UPS has been invited from reputable Organizations for the Establishment of Assam Circle. The Organization has been informed that the Organization is not responsible for any damage or loss caused during the transportation of goods. All the tenders received will be evaluated by a team of experts. The tender evaluation process will be carried out in a fair and transparent manner. The Organization reserves the right to accept or reject any tender without assigning any notice or reason thereof. In case of any doubts or queries, the applicant may write to the Director for a final decision.
India is in the throes of state elections & the buzz is gathering momentum. With the high interest to consume views and views on this subject, it is very important to get the marketing and branding aspects right, writes JAYSHREE M SUNDAR

A new witness (and many of us participating) in the ongoing assembly elections being held in some states of the country, there is an interesting drama that is being played out on social media projection. After all, elections in many ways is the new entertainment. Unlike the older days when it was a pursuit of political parties, today everyone is involved and participating. What do the elections mean? Protagonists and antagonists, incumbent and anti-incumbent, victory and failure, mystery, suspense, heroes, and villains are all exciting, thrilling roller coaster ride unfolding right before you. It’s the first of spectator sport. Why would the voter or non-voter not be drawn to it?

Building a powerful political brand is a high-stake game — one that takes years and sometimes gets destroyed in one fell swoop. And there are many challenges to counteract the brand values and core brand messages in this does not belong to the usual world of Fast Moving Consumer Goods (FMCG), Consumer durables, services and so on.

EACH PARTY IS BUILDING ITS OWN VOTERS

And that is the voting day. Unlike regular media, there is no difference between rich, poor, urban, rural, male, female, old, young. Every carrier of equal value. In regular brand marketing the 80:20 rule tends to kick in where you focus on heavy users who form 20% of your revenue. But in the political world every vote matters.

Paradoxically, the urban consumer goes to vote in less number than the rural counter-part. Research and data prove this.

LISTEN TO THE SOCIA MEDIA'S CALL TO ACTION

This is one of the many reasons why the social media brand which you can build up advertising and have the consumer take action to understand check out and buy the product, in an election it is not one but three. Are you the consumer does not "buy" they pay the story over.

SOCIAL MEDIA HAS CHANGED THE GAME.

If you look at a social media handle you will find that Indian political leader has the highest following. If they are inspirational and enjoy more popularity people want to know what they are saying or believing. In interesting to note that 95% of the 916 million followers, Prime Minister Narendra Modi’s 64 million followers on Twitter. Congress has 4 million followers on Twitter as compared to Rahul Gandhi’s 18 million followers. So people can be bigger than their political party in today’s context.

While Facebook and Twitter are the social media of choice for their generation, more and more politicians are moving to Instagram too. This would help them to cover millennials. What about Generation Z? In the recent US elections, it is said TikTok and Snapchat have made it to political scenes.

YouTube is the world's second largest social media channel — it is currently being used for the LP elections.

India’s population is young. Approximately 65% is below 35. Coupled this with 700 million smartphone users in the country growing at 25 million per quarter, this is the key to look at in the current elections and going forward. Most young people consume news via online searches, news shorts, twitter, and other social media platforms. More than news, they want opinions and views. Creating for the smaller screen is key. Youtube, etc., music videos and music are what get real buzz very quickly.

BUILDING A POWERFUL POLITICAL BRAND IS A HUGE CHALLENGE. ONE THAT TAKES YEARS AND SOMETIMES GETS DESTROYED IN ONE FALL SWOOP, AND THERE ARE MANY CHALLENGES TO CONTINUING THE BRAND VALUES AND CORE BRAND MESSAGES AS THIS DOES NOT BELONG TO THE USUAL WORLD OF FAST MOVING CONSUMER GOODS.

ENGAGING THE PUBLIC VIA LIVE VIDEO

Don’t Forget 2004:

As I said in the beginning — when brands are at war the consumer enjoys himself the most. The party seemed rudderless. Once Joe Biden became the first Political Brand to begin. As I said in the beginning — when brands are at war the consumer enjoys himself the most. They keep a keen watch on the issues, the results, and how the party is doing in the leadership and in India it’s important for the leader to connect across age groups, the particular the youth. States is in the throes of state votes and state elections and the buzz is at its peak. This will all lead up to the general elections in 2014. With the highest interest to consume news and views on this subject it is very important to get the marketing and branding aspects right.

BRAND AMBASSADOR

Regular brands sometimes use a celebrity or a spokesperson to endorse a product to give it impetus. In Political Brands, this is a must. Regular brands can get away with it. In a political scenario this is an absolute must. Because it is an ideology that the consumer identifies with. In the 2013 US elections, the Republicans were represented by the incumbent President Donald Trump. To fight his popularity, the Democrats needed to field the right candidate. They fielded a range of candidates ranging from the left to the center. The party seemed rudderless. Once Joe Biden became the first Political Brand to begin. As I said in the beginning — when brands are at war the consumer enjoys himself the most. They keep a keen watch on the issues, the results, and how the party is doing in the leadership and in India it’s important for the leader to connect across age groups, the particular the youth.

Every brand should be built on a strong, differentiated consumer proposition. Through their propositions, brands must have points of parity which are necessary to be in the planet field (for instance, every political brand stands for the Indian vote) and also need to have compelling points of difference (Party that talks to the youth or party that is secular or party that drives growth). Political brands, usually offer economic development, attract domestic and foreign, creating rapid and massive employment, reducing poverty. These are promises we send every party makes as elections come around the corner. They are universal needs of most voters, and a political brand that does not offer them, therefore, does not stand a chance.

The point of difference has to arise from an entirely different dimension — which could be commitment to growth, the needs of a particular region or group, or a track record of superior performance.

CONCLUSION

It would be every party’s wish to target the real voter base. But how is it possible? That means endless budget to get the voter to see your messages till they require. In media terms, this would mean heavy expenses. So usually, a Target segmentary exercise must be undertaken. Who are you talking to? Who is predisposed to listen to you?

TO BUILD A POWERFUL BRAND
A spiritual guide encourages people to try meditation for a while, to maintain a connection with the Divine. Osho says, “The answer is easy to understand but hard to accept. The answer is not acceptable. The answer is the only answer. The answer is not the answer.”

A spiritual path teaches us to do experiments inside our body, to help connect with the inner Light and sound for finding answers to our problems.

What is the master? The master is the fast track most of us need. Osho, the master of this path, has given a short metaphor to explain this.

The writer is a gardener, a beekeeper, author, poet & painter.

Yukta behaviour

Yukta refers to a great soul who has achieved a bond with God, writes AJIT KUMAR BISHNOI, as he shares ways to be one...
Canada’s Freedom Convoy (CFC) began at the end of January to protest against the Canadian government’s vaccine mandates and COVID-19 restrictions. The convoy has attracted attention because it is being led by a group of protesters who believe that the government’s restrictions on freedom of movement are violating their rights.

The convoy has drawn a lot of attention because it has been able to block traffic on major roads in Ottawa, the capital city of Canada. The protesters have been calling for an end to the government’s restrictions on freedom of movement and for the right of Canadians to travel without being subjected to COVID-19 mandates.

However, the government of Canada has been firm in its stance and has not yielded to the protesters’ demands. The government has stated that the restrictions are necessary to protect public health and safety.

The convoy has also drawn attention because it has attracted a large number of supporters, who have joined in to express their solidarity with the protesters. These supporters have come from all over Canada and have been able to block traffic on major roads in Ottawa, the capital city of Canada.

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RAHUL BHANUSHALI

Aries
March 21–April 19
This week you will prove the best of your capabilities as your enthusiasm and enthusiasm will peak soon. You will be more popular in the coming days. If you are married, you will get a lot of joy and love from your loved ones. If you are single, you will attract the attention of the opposite sex. If you are retired, you will enjoy your free time. You will have a lot of energy to accomplish your goals.

Taurus
April 20–May 20
This week you will feel a sense ofaableness. You will have to deal with a lot of stress and anxiety. However, you will be able to overcome these challenges with your hard work and determination. You will be able to achieve your goals.

Gemini
May 21–June 21
This week you will face many challenges. However, you will be able to overcome them with your intelligence and wit. You will be able to make important decisions and take necessary actions. You will be able to achieve success in your career.

Cancer
June 22–July 22
This week you will feel a sense of security and stability in your personal life. You will be able to handle any challenges that come your way. You will be able to make important decisions and take necessary actions. You will be able to achieve success in your career.

Sagittarius
November 22–December 21
This week you will face many challenges. However, you will be able to overcome them with your intelligence and wit. You will be able to make important decisions and take necessary actions. You will be able to achieve success in your career.

Pisces
February 19–March 20
This week you will feel a sense ofaableness. You will have to deal with a lot of stress and anxiety. However, you will be able to overcome these challenges with your hard work and determination. You will be able to achieve success in your career.

ARIES
March 21–April 19
This week you will prove the best of your abilities. If you are married, your relationship will improve. If you single, you will attract the attention of the opposite sex. If you are retired, you will enjoy your free time. You will have a lot of energy to accomplish your goals.

TAURUS
April 20–May 20
You will feel a sense ofaableness. You will have to deal with a lot of stress and anxiety. However, you will be able to overcome these challenges with your hard work and determination. You will be able to achieve success in your career.

GEMINI
May 21–June 21
This week you will face many challenges. However, you will be able to overcome them with your intelligence and wit. You will be able to make important decisions and take necessary actions. You will be able to achieve success in your career.

CANCER
June 22–July 22
This week you will feel a sense of security and stability in your personal life. You will be able to handle any challenges that come your way. You will be able to make important decisions and take necessary actions. You will be able to achieve success in your career.

SCORPIO
October 23–November 21
This week your work will demand a lot of your time and energy. You will have to work hard to achieve success in your career. You will be able to make important decisions and take necessary actions.

PILES
February 19–March 20
This week you will feel a sense ofaableness. You will have to deal with a lot of stress and anxiety. However, you will be able to overcome these challenges with your hard work and determination. You will be able to achieve success in your career.

Follow nature’s script

Matha Kdagva is a noted astrologer, spiritual Healer and a founder, Mcm Prestige Institute of Art and Dennoun. Contact details: mathakdagva@rediffmail.com, +91 9425000555