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SUNDAY POST

HERE . NOW



Shining Sensations

P
3,4 COVER STORY



Popular TV actor Shivansh, who is set to make his debut as leading man in the upcoming Odia film 'Sangharsh', loves to spend long hours playing video games



RASHMI REKHA DAS, OP



Shivansh among others at the mahurat of his upcoming movie Sangharsh

Partying on Beach

Friends have a special place in my heart. When free, we go on long drives to Puri and have some gala time together on the beach.

Food Connoisseur

Eating is one of the great joys of my life. Every Sunday I definitely visit select restaurants to satiate my taste buds.

Passionate Gamer

I love to spend long hours playing video games on Sundays. Though many people dismiss it as unsophisticated, I am quite passionate about gaming as it helps me bust stress, stimulate the brain and enhance problem-solving skills.

Connecting Virtually

I live in Bhubaneswar while my family is in Rourkela. So, I frequently make video calls to my nieces Kaki and Kunduri who happen to be my BFFs and Sundays are no exception.

Yoga Lover

From pop icon Madonna to star footballer David Beckham to our own Shilpa Shetty, everyone has incorporated yoga into their lives. Inspired by them, I regularly do yoga to lead a disciplined life and remain focused on my profession.



With his niece Kunduri

Bibliophile

Reading books is my favourite pastime. After taking up acting as my profession, I am now reading books like *On Method Acting* and *An Actor Prepares* to improve my acting skill.

WhatsApp This Week

Only on Sunday POST!

Send in your most interesting Whatsapp messages and memes received to: features.orissapost@gmail.com And we will publish the best ones

THE BEST MEMES OF THIS ISSUE

- I am not single, I'm just romantically challenged.
- When I die, I want my grave to offer free WiFi so people will visit more often.
- Whenever I have a problem, I just sing. Then I realise my voice is worse than my problem.
- My wallet is like an onion, opening it makes me cry.

TIMELESS DIVA

Dear Sir, It was pure pleasure to read about my favourite screen idol Rekha in last week's Tinsel Town page. She has been roped in to lend her voice for a 'speaking tree' in popular show *Big Boss 15*, hosted by Salman Khan. Ironically, Salman made his debut in *Biwi Ho To Aisi*, a film headlined by Rekha. Coming back to *Big Boss 15*, I am sure the use of her voice will definitely give the show's TRP rating a boost. Not too many people are aware that Rekha, who owns a magical voice, had dubbed for a film that featured Amitabh Bachchan in a double role. Not only that, she gave the voice-over for both the lead actresses opposite Big B. It was 1999's melodrama *Sooryavansham*. Rekha dubbed for Soundarya and Jayasudha (both South actresses) in this film.

PRAMOD SENAPATI, CUTTACK

LETTERS

A WORD FOR READERS

Sunday POST is serving a platter of delectable fare every week, or so we hope. We want readers to interact with us. Please send in your opinions, queries, comments and contributions to features.orissapost@gmail.com B-15, Industrial Estate, Rasulgarh, Bhubaneswar - 751010, Orissa. Phone (0674) 2549982, 2549948

Shining Sensations

While a large number of YouTubers have taken the digital space by storm at national level, Odisha too has its share of influencers who rule millions of hearts with their engaging content

RASHMI REKHA DAS, OP

Gone are those days when youths had to run to Mumbai, the city of dreams, to get name, fame and to make money. In an era of smart technologies, becoming a star or making big money in quick time is just a matter of time provided you have talent and a desire to explore the unexplored. In recent times, YouTube, the second largest search engine after Google, has not only become one of the most popular platforms of education, entertainment, and earning globally, it has produced a galaxy of stars having their millions of followers.

From CarryMinati to Technical Guruji to Nisha Madhulika to Amit Bhadana, India has a long list of YouTube sensations who are inspirations to many.

Back home, we too have our share of YouTube stars who have enthralled the netizens with their engaging digital content.

A few of them shared with **Sunday POST** their success stories.

Utkal Gaurab Nanda

With nearly 5 million subscribers under his belt, popular cartoonist Utkal Gaurab, a household name in Odisha, needs no introduction to the readers. He is probably the biggest YouTube star of Odisha following the unprecedented success of his show *Natia Comedy*. However, he didn't become an overnight sensation like many of his contemporaries. He had to go through the mill for over a decade to carve out his space.

On his unusual career choice, Utkal says, "I was passionate about cartoons from my childhood. Donald Duck was my favourite



Utkal with his wife

cartoon character. There were so many cartoon shows in Hindi and English languages, but not in Odia. So, it was my childhood dream to create an Odia cartoon character like Donald Duck. So, instead of becoming a doctor or an engineer, I had made up my mind to pursue animation and multimedia courses to make my dream come true."

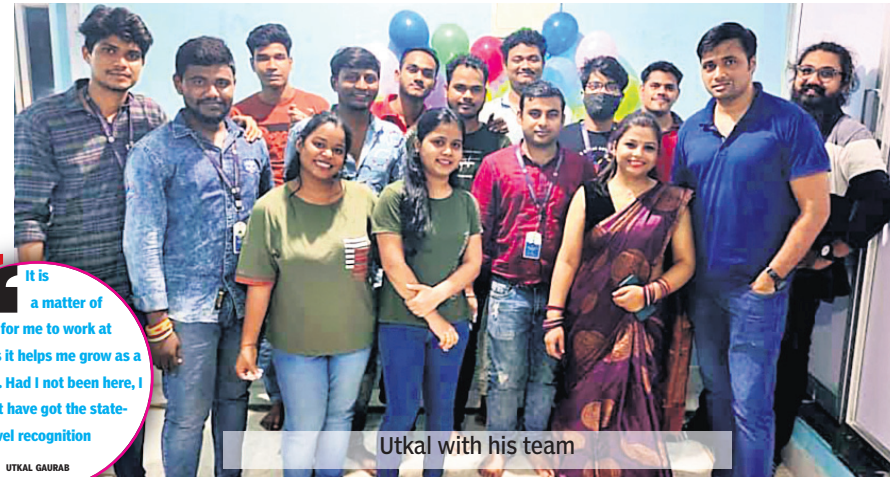
But it was not easy for him to get multimedia training which is available in Bhubaneswar, about 30 km from his

native place Adaspur in Cuttack district. "I used to travel Bhubaneswar on cycle every day as my family couldn't afford the bus fare of ₹20 a day. When studying Plus II, I also did wedding art to supplement my family income. Often, people would behave rudely with me if I committed a small mistake. But I didn't mind them as my goal was not to excel in marriage painting," adds Utkal recalling his struggling days.

He has his share of rejections but he never became impatient irrespective of the circumstances. He remained jobless for a few years

after completing the animation course while most of his friends left for metros to try their luck. But he couldn't as his sole aim was to popularise an Odia cartoon character.

Utkal's career took a plunge after he joined leading vernacular daily *Dharitri* as a cartoonist.



Utkal with his team

It is a matter of pride for me to work at *Dharitri* as it helps me grow as a cartoonist. Had I not been here, I wouldn't have got the state-level recognition



A promotional poster of *Natia Comedy*

Speaking about those days he says, "I used to post cartoons on Facebook. It was then that some of my well-wishers advised me to try leading Odia daily *Dharitri*. I approached the media house and fortunately I got the job of a cartoonist in the daily. It was certainly the turning point of my life. It is a matter of pride for me to work at *Dharitri* as it helps me evolve as a cartoonist. Had I not been here, I wouldn't have got the state-level recognition", says Utkal who claims to be earning much more than his expectation.

After that he conceived *Natia Comedy*. His characters from *Natia Comedy* have become so popular that the state government has decided to paint them on the school walls and Anganwadi centres to motivate the kids to join schools.



his children's responsibilities, Isak is buying a phone to shoot video."

Isak uploaded a video of him eating a full plate of boiled rice without enough curry and it went viral after a month. In June 2020, three months after he uploaded his first video on YouTube, Isak received ₹37,000 in his bank account and three months later, he got ₹5 lakh. In June 2021 he was richer by ₹83,000. YouTube literally changed his life, said Isak.

"Earlier, I could save up to ₹100 in a week by working as a labourer. My first 12 videos had flopped. Then I made a video on 'Basi Pakhala' (Fermented rice) which was viewed by more than 4.99 lakh

than 8.17 lakh subscribers. He shares all the happenings of his daily life on the Internet.

Isak used to be a daily wager before the outbreak of corona. Watching YouTube videos on his friend's cell phone was his favourite pastime. Isak became jobless during lockdown. It was then he decided to make a self video and upload it by launching his channel. "After the lockdown, I had no idea how to feed my family. After learning that one could earn through YouTube, I decided to take a chance. I did



Isak with his happy family

not have a smartphone. I took a loan of ₹3,000 to buy one so that I could create content for my YouTube channel. My relatives and neighbours made fun of me for making the video but not my wife Sabita. She backed my idea and I was able to do the video. My relatives were of the opinion that at a time when a father should shoulder

people. Being a Class VII dropout, I thought I could make videos on my own community, culture and lifestyle in my village. In my videos I have shown how we collect wild mushrooms and eat bamboo shoots so that people in India and abroad get to know our simple lifestyle," signed off Isak who owes his success to his wife Sabita.



A screenshot from Isak Munda's YouTube video

Prafulla Kumar Nayak

Despite having a degree in multimedia, Bhubaneswar-based Prafulla Kumar Nayak failed to get a job in the field of animation. All he could get was a contractual job of an art teacher in a government school that fetched him ₹2,500 a month. Needless to say, that the meager amount was insufficient to sustain a family of seven. Inspired by his friend Utkal Gaurab's success, he decided to launch his YouTube channel to bring a bit of improvement in his standard of living

About his days of struggle, he says, "Running a family with a salary of ₹2,500 was almost impossible for me. I started doing extra work like wall painting to meet the needs of my parents and siblings but in vain. Until then, YouTube was just a source of entertainment for me. I was clueless about the fact that YouTube can become a source of income too. My friend Utkal gave me some tips regarding how to earn from YouTube and it really helped me launch my channel PK Creative World."

Prafulla's first video did not have a single



A poster of Sukuta Comedy

view. His second video got only 500 views. Without losing his heart, he tried his hand at making Sukuta Comedy in the line of Utkal's Natia Comedy and uploaded a video. But it still didn't get the desired number of 'likes'. After six months, he again contacted Utkal who boosted his morale and asked him to try repeatedly.

"On the eve of Holi 2018, I made a content of Sukuta Comedy with a duration of 2.30 minute and posted it at 11.30pm. I was surprised to see 227 views in the morning,

14,000 views at 9am and 30,000 views at 2pm. Finally I got 3 lakh views and became a YouTube rage. Now I have 2.20 lakh subscribers after posting of 70 episodes. YouTube literally gave me a new identity. There was a time when my monthly income was ₹2,500 only and now I am earning ₹1 lakh per month thanks to YouTube", says Prafulla who now leads a team of nine professionalso.

Prafulla attributes his success to his hard work and determination.



Prafulla at work



‘India can become world’s eco-friendly fashion capital’

Professor Binaya Bhusan Jena, one of the founder members of National Institute of Fashion Technology (NIFT)-Bhubaneswar had also introduced the concept of ‘Farm to Fashion’ in India. He believes that Odisha can be a sourcing hub for eco-friendly fashion

a thorough understanding of sustainable fashion, we at NIFT-Bhubaneswar utilised our traditional knowledge to demonstrate the entire eco-friendly fashion value chain based on the concept of ‘Farm to Fashion’. And we have initiated to offer programmes on sustainable fashion at different levels, like UG, PG and short-term professional courses. We have identified more than 10 local varieties of natural dye-yielding climate resilient and natural fibre yielding plants

fashion industry is very complex and so is its impact. It is said that fashion is the second largest polluting industry after petrochemicals. Fashion contributes to 10% of humanity’s carbon emissions, permanently damages our water sources, and pollutes rivers, streams and ocean. More than 85% of all textiles end up as landfills. More than 500,000 tons of microfibers are released into the ocean each year from washing clothes the equivalent of 50 billion plastic bottles, according to Ellen MacArthur Foundation. According to UNEP, the equivalent of one garbage truck-load of clothes is burned or dumped in a landfill every second. According to UNCTAD, about 93 billion cubic metres of water enough to meet the needs of five million people is used by the fashion industry annually, contributing significantly to water scarcity in some regions. And globally, around 20% of industrial wastewater pollution is caused by the fashion industry. The use of natural fibre has gone drastically down. Today, about 5% of all the fibre used is petro-

and insects in the most sustainable way possible. Historically, cotton, silk, wool and linen, sometimes jute, were used predominantly to manufacture clothes. We have got more than 500 small or large handloom clusters in the country and 72 of them in Odisha. The handloom sector contributes about 15% to the total textiles produced in India. If we focus on extraction and use of natural dyes on fabrics, then we can be global leaders in sustainable fashion. No one can compete with us. By systematically integrating the handloom fashion value chain to “Farm to Fashion” we can create a new hope for the world. India can be the eco-friendly “fashion capital of the world”.

Do we have the required climate and resources to grow the natural fibre and natural dye-yielding plants?

BBJ: Of course! Most of the natural dye-yielding plants are climate resilient plants. We do not need much water, chemical fertilizers and pesticides to grow these plants. We have created a mini model at NIFT Bhubaneswar Campus.

Can farmers benefit from this concept?

BBJ: Interesting question. Farmers can get a sustained benefit. In most of the cases, we do not need the agricultural land for cultivation of natural dyes and for many natural fibre yielding plants. Farmers can grow and earn a great deal from natural dye and natural fibre farming compared to other cash crops, that too without damaging the environment.

How do you see Odisha as a state contributing to the global fashion industry?

BBJ: Odisha is a wonderful state with so many resources along with her history, heritage, culture and art, craft and traditional knowledge. The state has a strong presence in handloom fabrics with unique identity for most of the handloom clusters across different districts. We can make Odisha as the sourcing hub for eco-friendly fashion.

What more do you think should be done to promote Odisha as an eco-friendly sourcing hub?

BBJ: We can go for a Sustainable Fashion Week, may name as ‘Kalinga Eco-fashion Week’ or ‘Bhubaneswar Green Fashion Week’ by engaging our designers.



Prof. Jena demonstrating natural dye application on cotton and silk yarn and fabrics at National Institute of Fashion Technology, Bhubaneswar

and done a systematic plantation at NIFT Campus. Besides, we have done a plantation of feeder plants like Mulberry and Arjun and Asan plants for Mulberry and Tussar silk rearing. To create the complete eco-system for sustainable fashion we have kept five honey bee boxes for pollination, and have done rain-water harvesting, vermin-compost and now got a 180KV solar installation. By doing this, we have made it the world’s first ever campus that has capabilities to demo the entire eco-friendly fashion value chain from farm to fashion.

You talked about the environmental damage caused by the fashion industry. Will you explain that?

BBJ: Look, the value chain of the global

chemical based. So, I believe, we need to re-evaluate the massive environmental impact of the fashion industry.

Do you think this fresh concept can change the course of India’s fashion industry and how?

BBJ: Well, this is a very interesting question. India produces more than 90% of global handloom products which are mostly sustainable. If we use natural dyes they can be more sustainable. Before the advent of synthetic dyes in 1857, all our weavers used only natural dyes extracted from different plants, minerals

Brief profile

After obtaining a Master’s degree in Economics from Ravenshaw College, Professor Binaya Bhusan Jena did his MPhil and PhD from JNU-New Delhi. He also did his MBA in Marketing from Pondicherry Central University and taught in University of Delhi. Prior to joining NIFT-Bhubaneswar, he worked at its Gandhinagar centre from 2005 to 2010.

RASHMI REKHA DAS, OP

The concept of ‘Farm to Fashion’ has got wide publicity in recent times after a Parliamentary Standing Committee on Labour applauded it in glowing terms. It has almost changed the narrative of sustainable fashion in the country. No wonder, it is being followed at all NIFT centres of India. With the concept getting greater acceptance among the youths, Professor Binaya Bhusan Jena of NIFT Bhubaneswar, who introduced it in India had a detailed discussion with **Sunday POST** on the concept.

Excerpts:

What is ‘Farm to Fashion’ ?

BBJ: It is a holistic approach of sustainable fashion which is inclusive, equitable and eco-friendly.

Your ‘Farm to Fashion’ project is to be adopted by other NIFT Centres across the country. Can you elaborate a little more on the concept?

BBJ: There is a growing demand for sustainable fashion both in the domestic and international market due to rising environmental consciousness and awareness about the damage caused to the environment by the fashion industry. Globally there are many institutions that offer programmes in sustainable fashion, but they focus more on recycling, reuse and reduction. In India no institution offers programme on sustainable fashion. To meet the demand for supply of human resources with

Yami shares emotional post

After completing the shoot of *Lost*, actor Yami Gautam penned a lengthy post on social media to thank the makers for giving her an opportunity to work on the special film.

"As I wrap up *Lost* today, I reminisce the lovely moments I experienced while working on this special film with a big smile in my heart. A big thank you to the entire cast and crew of *Lost*, who as days went by, became part of this journey. My heartfelt gratitude to Tony da who is not only one of the most incredible directors I've worked with but also an amazing human being. A film like *Lost* can only be directed by someone who has the purest intentions," she wrote.

Directed by Aniruddha Roy Chowdhury, *Lost* is being touted as 'a hard-hitting investigative drama centered around media integrity'. In the film, Yami will be seen sharing screen space with Pankaj Kapur.

AGENCIES

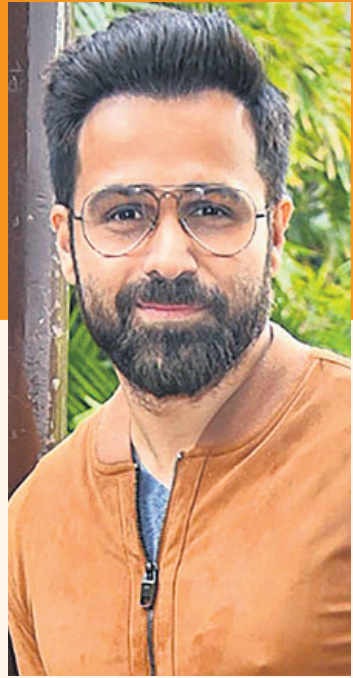


'I'd love to work with Salman'

Emraan Hashmi is currently gearing up for the theatrical release of Romy Jafry's *Chehre*, which also features Amitabh Bachchan. During an interview, when asked if he was pairing up with Deepika Padukone and Katrina Kaif for his upcoming projects, the actor answered in the negative. "Not at the moment, but I would love to. I've always admired them as leading ladies and yes, I would love to work with them," he asserted.

On being further probed if the reports suggesting that he was going to be part of Salman Khan's *Tiger 3* were true, he reacted, "I will not negate that, but I will not say yes too. I will speak about it when the time is right".

While Emraan neither confirmed nor denied being a part of *Tiger 3*, he did say that he would love to work with Salman



Khan. "I would love to work with Salman Khan. I think I've made it public time and again that I would love to work with him. I've admired his sense... just the way he is--his charisma and his great body of work and the successful films. I would love to be a part of his projects," he maintained.

AGENCIES

Abhishek resumes work post-accident

Actor Abhishek Bachchan has shared a health update after suffering a 'freak accident' on the sets of his film in Chennai. He said that he had to undergo a surgery and has now resumed work.

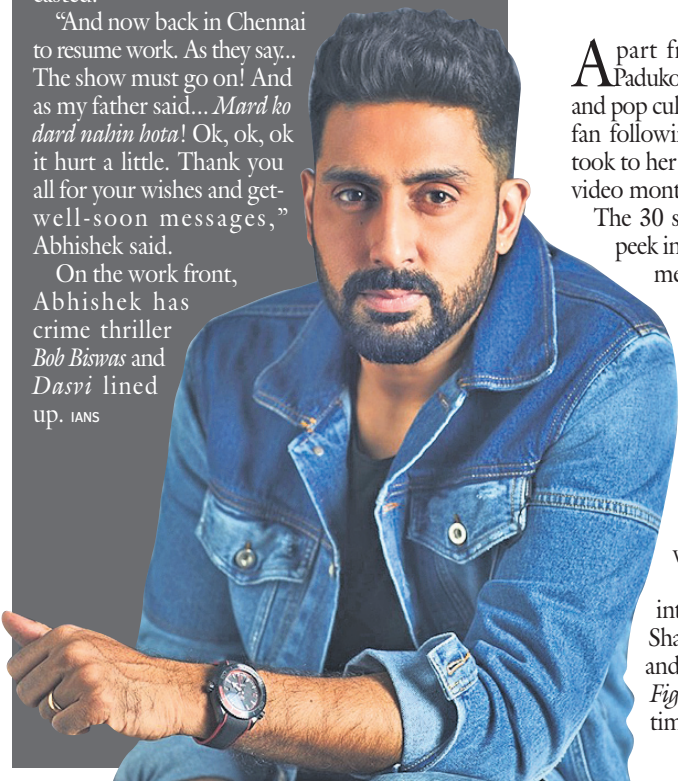
Abhishek shared a picture on Instagram, where he is seen wearing a cast and is giving a thumbs up as he poses for the camera. The actor is dressed up in a blue sweatshirt and jeans.

Alongside the image, he wrote: "Had a freak accident in Chennai on the set of my new film last Wednesday. Fractured my right hand. Needed surgery to fix it! So a quick trip back home to Mumbai. Surgery done, all patched-up and casted."

"And now back in Chennai to resume work. As they say... The show must go on! And as my father said... *Mard ko dard nahin hota!* Ok, ok, ok it hurt a little. Thank you all for your wishes and get-well-soon messages," Abhishek said.

On the work front, Abhishek has crime thriller *Bob Biswas* and *Dasyi* lined up.

IANS



Deepika takes up one more challenge

Apart from being a successful actress, Deepika Padukone is often seen taking up quirky challenges, and pop culture trends, for which she enjoys a massive fan following on Instagram. This time, the actress took to her social media handle to share an adorable video montage of her fondest memories.

The 30 second video snippet gave fans a sneak peek into Deepika's childhood, her candid moments, speeches and all things in between.

Accompanied by Bo Burnham's viral song 'Bezos I' the video received a lot of love from fans and well wishers. She captioned the video as 'Earworm...'

On the work front, Deepika will be seen sharing the screen space yet again with Ranveer Singh in Kabir Khan's '83, where he essays the role of cricketer Kapil Dev and she would be playing his on-screen wife Romi Dev.

Apart from that, the actress also has several interesting projects in her kitty which include Shakun Batra's untitled next with Ananya Panday and Siddhant Chaturvedi and Siddharth Anand's *Fighter* opposite Hrithik Roshan for the first time.

AGENCIES



Minimal styling with fine silver

Classic, elegant and timeless, silver holds on strongly to its position even in the Gen-Z era, be it in the form of safety pin styled earrings or viper chains

Jewellery brings a sparkle to a woman's eye being an emotion, heritage, a status symbol. It defines the personality of the person wearing it.

When it comes to modern-day minimalism, you can't go wrong with classic silver. Right from the start, silver has always been the go-to choice for day dressing. Classic, elegant and timeless, it holds strong to its position even in the Gen-Z era, be it in the form of safety pin styled earrings or viper chains.

In recent times where it is more about comfort and personal style, it also has taken a very personalised tone. The intricate, delicate piece defines the sheer elegance and professionalism of the person wearing it, someone confident who knows her game.

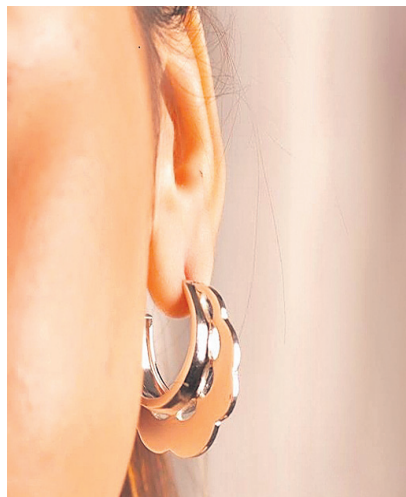
In the era of sustainable fashion, silver is affordable, durable yet so chic.

Sakshi Agarwal of White Haathi Artificial Jewellery, says, "After embracing 80s fashion the first time around, I wasn't prepared for quite how quickly the trend for hoop earrings would re-establish itself. In the past year, I've seen spectacular



high jewellery interpretations, front-back hoops, double hoops, oversized hoops and everything in between, a sure sign that what began as a trend is now much more established.

"There is something reassuringly cool about hoops and that is why they have entered the realm of modern classics. Among that oft-cited but actually quite an elusive group of jewels that transitions effortlessly from day to night, hoop earrings are most definitely here to stay," added Sakshi.





Priyanka



PHOTO: KUMAR SHARAT, OP