

NOVEMBER 19-25 2023

SUNDAY POST

HERE . NOW



WORLD TELEVISION DAY - NOVEMBER 21

A symbol of connection

COVER STORY

P
3,4



With mother



With best friend

Ankita Dash is a rising star in the cinematic firmament of Odisha following her scintillating performance in movies 'Mana Khali Tate Chahen' and 'Tume Mo Sankha Tume Mo Sindura'. She has also appeared in popular music videos like 'Mo Surila Shyari Tu', 'Phulei Rani', and others. An acclaimed Odissi dancer, Ankita is eager to learn new languages and travel to exotic locations



Food for relaxation

On my days off, I prefer eating home-cooked meals like rice, dal, and basic curries. Desserts that I particularly enjoy are Mysore Pak and Rasagola.

Friends for life

True friends, in my opinion, are enormous treasures. I'm fortunate to have a few close friends. When I have free time, I enjoy spending it with them. They have been a source of inspiration and enthusiasm for me throughout my life.

Movies and meals

On holidays, I relish the experience of heading to a theatre to catch the latest release, along with the pleasure of preparing delightful meals in the comfort of home.

Always a student

When I'm not in front of the camera, I enjoy watching senior actors at work. Their approach to difficult scenes help me gain gain valuable experience and hone my acting skills.

Exploring the unknown

I enjoy watching adventurous films, although I have hardly encountered adventures in life. Nevertheless, I have a strong desire to embark on journeys, discover new destinations, and connect with unfamiliar faces

MADHUSMITA SAHU, OP

WhatsApp This Week

Only on Sunday POST!

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

THE BEST MEMES OF THIS ISSUE

- Why was the broom late? It over swept!
- Any salad can be a Caesar salad if you stab it enough.
- What is it? "It" is a pronoun.
- Why didn't the dog want to play football? It was a boxer!

NIGHTMARE FOR ANIMALS

Sir, Last week's cover story 'Let's make it animal-friendly' discussed the inadvertent harm caused to animals during Diwali celebrations through fireworks. While Diwali is widely celebrated as the Festival of Lights, the extravagant festivities adversely affect the voiceless creatures. The impact of fireworks on domestic animals is enormous. For example, dogs can hear up to 60,000 Hz, while humans cannot hear anything above 20,000 Hz which is only a third of the capacity of dogs. This auditory acuity of dogs is one of the reasons the sound of crackers can be so harmful to them. Purabi Patra, the founder of AWTE, rightly emphasised that celebrating festivals should not inflict harm on other living beings. It is crucial to raise awareness about the impact of fireworks on animals, including pets, birds, and all creatures, and take measures to protect them and try to make it more animal friendly as pointed out by Sailesh Mohanty and Jiban Ballav Das.

SIKTA SAHU, SAMBALPUR

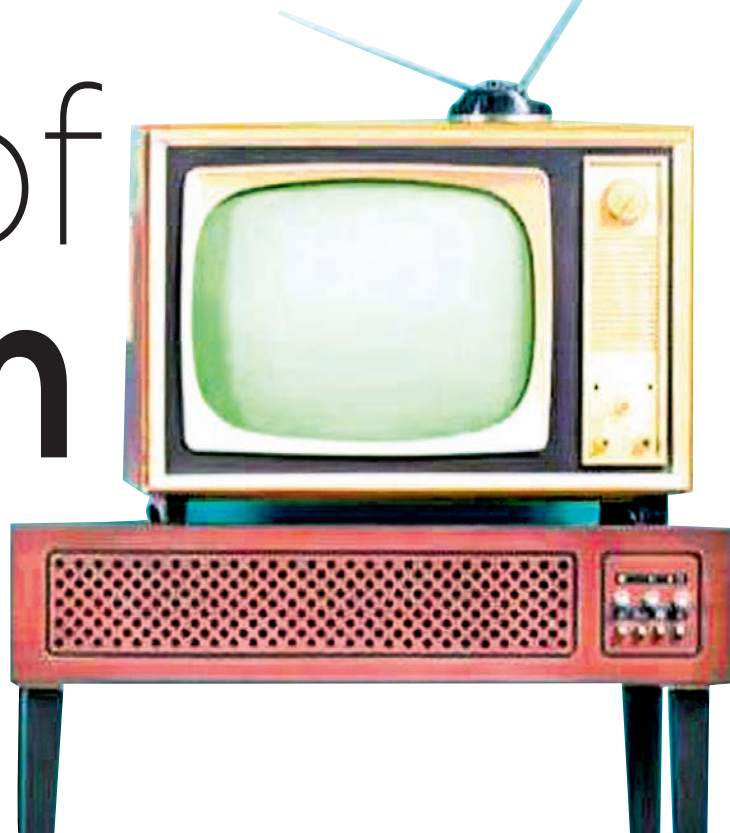
LETTERS

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. Feel free to 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

WORLD TELEVISION DAY – NOVEMBER 21

A symbol of connection



From good old Doordarshan to digital HD transmission at present, television continues to remain an integral part of daily communication needs. It's no longer the 'idiot box' blaring just content but a thriving interactive medium cutting through generations

MADHUSMITA SAHU, OP

Thousands of ardent TV viewers were in for a shock last week when they learned that ace Indian comic Kapil Sharma's talk show could no longer be seen on television. Its new home will be the streaming service Netflix.

Kapil's shows quickly became the go-to destination for actors, directors, and producers looking to promote their films, and they have dominated the prime-time comedy space for almost a decade.

However, his programme is not alone in this trend; several other television shows, such as *Koffee with Karan* and *Takeshi's Castle*, have also made the transition to Over-The-Top (OTT) platforms.

In this digital age, where content is easily accessible at any time and through various mediums, the dynamics of our connection with television are undergoing a transformation.

The integration of television with technologies such as Google Chromecast and Amazon Stick, as well as the influx of digital material, begs the question: Will television viewing become obsolete?

There is no doubt that OTT viewing is increasing by leaps and bounds. However, according to a recent study, over 2 of Indians still watch television for their daily dose of amusement.

This seeming paradox stems from the fact that each medium has different expectations.

Ahead of World Television Day, here's what some experts and viewers have to say about the importance of television in today's world.

'A paradigm shift in the entertainment landscape'

Airing his view on the transformation of TV from Doordarshan to a streaming platform, Dipak Samantarai, former Director, National Academy of Broadcasting and Multimedia, says, "In the early 19 0s, the advent of television marked a significant cultural shift in India. At that time, Doordarshan stood as the sole channel, monopolising the visual landscape and leaving an indelible mark on the nation's lifestyle. The programming on Doordarshan was a harmonious blend of informative content and entertainment, influencing the populace in various facets of their daily lives. However, a transformative juncture arrived with the introduction of cable television. This innovation not only broadened the viewers' choices but also ignited a cultural revolution. Aspirational programmes, particularly serials, captivated the audience, altering their fashion choices, manner of communication, and even the way they orchestrated social events such as weddings. Television became a powerful agent of change, moulding societal norms and behaviours."



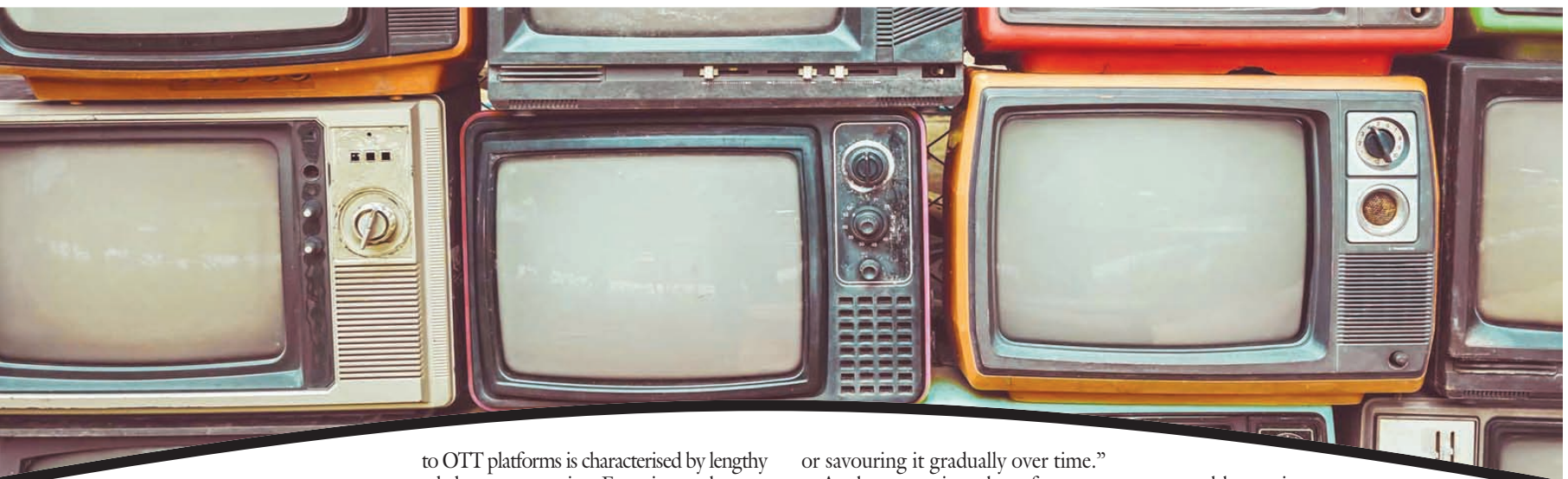
At one point in time, it was assumed that TV may leave the filmmakers jobless, leading to the closure of movie theatres. But that didn't happen, and both mediums of entertainment were well received by the audience. Now, the television industry is encountering what the film business faced in the early 19 0s.

Samantrai, speaking about the present scenario, continues: "The tides of evolution did not cease with the growth of TV viewership. The rise of OTT platforms signalled a paradigm shift in the entertainment landscape. These digital platforms now offer an unprecedented level of freedom and choice to viewers. Unshackled by the constraints of traditional broadcasting, series and movies on OTT platforms became less censored, delivering content with a crisp and direct approach. The urban audience, in particular, gravitated towards OTT platforms, marking a subtle but perceptible decline in television's dominance. The allure of on-demand, diverse content available at one's fingertips proved irresistible. This shift reflected not only changes in technology but also a transformation in the preferences and tastes of the audience."

He signed off by saying, "Welcoming these changes becomes imperative. Technology continually evolves, and the audience's palate for entertainment undergoes dynamic shifts. Embracing the diversity offered by OTT platforms and acknowledging the changing tastes of viewers fosters a more inclusive and adaptive media landscape. The transition from television's singular reign to the multifaceted world of OTT platforms encapsulates a journey marked by technological progress and the ever-evolving tapestry of societal preferences."

Technology continually evolves, and the audience's palate for entertainment undergoes dynamic shifts. Embracing the diversity offered by OTT platforms and acknowledging the changing tastes of viewers fosters a more inclusive and adaptive media landscape. The transition from television's singular reign to the multifaceted world of OTT platforms encapsulates a journey marked by technological progress and the ever-evolving tapestry of societal preferences."





'Streaming platforms may soon become staples in rural areas'

Locally grown streaming platform AAO Nxt's Director **Kaushik Das** says, "Over the past few decades, the content and its viewership have undergone several notable stages. In the earlier years, television and serialised long-form shows served as the secondary entertainment choice for audiences, thanks to a decline in quality films. This period witnessed a shift in preference towards teleserials, which gained popularity by portraying Indian joint family dynamics and cultural aspects. The era of teleserials progressed from shorter formats of 13 episodes to longer ones, spanning 52 episodes and more, marking a significant transformation during that time."

He adds, "However, eventually the drama shows on television lost their popularity due to a lack of content. The rise of the internet and mobile users facilitated connections with more dynamic platforms, such as YouTube and social media. In India, internet users began exploring foreign OTT platforms such as Netflix, Hulu, Prime, Disney, etc. Consequently, the OTT boom emerged around 2015. The success of OTT platforms stemmed from innovative storytelling, diverse content, and the popularity of limited series."

Asked about the reasons behind the lack of viewers' acceptance of TV shows, he explains, "The shift from traditional television



to OTT platforms is characterised by lengthy and drawn-out series. Even in rural areas, where internet adoption is gradually increasing, people are becoming more accustomed to consuming free content on platforms like YouTube."

Winding up, he says, "From my perspective, it's only a matter of a few years before OTT platforms become a staple in rural areas. The coming decade seems poised for the continued growth of streaming platforms and the integration of AI into the entertainment landscape."

'The allure of compelling content is undeniable'

Rahul Moharana, a filmmaker and an alumnus from Biju Pattanaik Film & Television Institute (BPFITIO) Cuttack, shares, "In my view, the globalisation of television has had a profound impact on the industry, enabling a wide range of content to reach global audiences. Television, coupled with popular culture, has emerged as a potent instrument in both influencing and mirroring societal norms, contributing to the development of a shared global identity."

Rahul, however, acknowledges the growth of streaming platforms and their impact on TV viewing.

"The surge of OTT platforms has brought about significant transformations in the way people consume content. There is a noticeable preference for shorter episodes, possibly driven by our increasingly fast-paced lives. The allure of compelling content is undeniable, and these compact episodes function as enjoyable snippets of entertainment that seamlessly integrate into our busy schedules. OTT platforms such as Netflix, Amazon Prime, Disney Hotstar, Sonyliv, and others provide a level of flexibility that allows viewers to tailor their content consumption, whether binge-watching entire series in one sitting

or savouring it gradually over time."

At the same time, he refuses to accept that the growth of such platforms is going to eclipse TV viewing any time soon.

"There is no denying that many viewers now lean towards streaming platforms, but there remains a loyal audience for traditional extended daily soap episodes. A prime example is my enduring favourite, *Tarak Mehta Ka Ooltah Chashmah*, which consistently provides me with laughter and entertainment. The extensive storytelling and the profound connection viewers establish with characters over time contribute to a distinctive charm," he points out.



"To sum up, the globalisation of television and the rise of short episodes on OTT platforms indicate a dynamic shift in viewer preferences. This shift is driven by our interconnected world and the evolving demands of our fast-paced lifestyles. The emphasis is not solely on what we watch but also on how we watch, reflecting a desire for variety, accessibility, and a more personalised viewing experience," concludes the filmmaker.

'Traditional television remains a constant source of entertainment'

Amrit Parida, a MBBS student, roots for streaming platforms.

"I believe that OTT has taken the place of traditional TV. It's more convenient, especially for a student like me who doesn't want to deal with the complexities of buying and setting up a TV. OTT provides a greater variety of content compared to traditional

cable services, allowing users to explore across different genres," he says.

"However, the scenario is different for my parents back home. They still prefer watching daily soaps on television screens. The sheer number of episodes in a daily soap is significantly higher, contributing to the decline in their popularity. The emphasis on quantity over quality leads to dragging plots with nonsensical storylines, which is one of the reasons behind the diminishing appeal of daily soaps," concedes Amrit.

But he doesn't totally discount the importance of television.

"It also has evolved in an era of multimedia and interactive content like streaming videos, music and internet browsing. Earlier, TV sets occupied significant space in a room, but now they seamlessly adorn walls in the shape of wallpaper-thin TVs measuring just a few millimetres and rollable TV displays. Initially, TVs were primarily entertainment devices; however, the rise of smart TVs has transformed them into versatile tools. Today, they serve various functions, such as gaming with consoles or hosting video conferences on expansive screens," explains the medico.

Amrit, underscoring the importance of television, ends, "Regardless of whether it's television or OTT, both hold equal significance. While OTT platforms may attract a larger viewership, traditional TV remains a constant source of entertainment that won't diminish anytime soon."



THE RICHNESS OF A TEMPLE DOESN'T COME FROM ITS COFFERS BUT FROM THE RICH TRADITIONS AND BELIEF SYSTEMS SURROUNDING IT, SAYS RANJAN KUMAR DAS, CHIEF ADMINISTRATOR OF SHREE JAGANNATH TEMPLE ADMINISTRATION

'Dress code is never a contentious issue'

BIJAY MANDAL, OP

From clothing manners to the Srimandir Heritage Corridor Project, and, from Ratna Bhandar to the 'rising' price of 'Mahaprasad', Srimandir has recently been in news for a variety of reasons. After all, running the affairs of Srimandir, the abode of Lord Jagannath, is not an easy job. More so when the task is assigned to one when Ratha Jatra is just round the corner. But senior bureaucrat Ranjan Kumar Das not only took up the challenging assignment as the Chief Administrator of Srimandir, but he also delivered his duties with élan. It was like a student taking tests without attending classes all through the year, says Das, who has contributed significantly to Odia literature through poems, short stories, columns, and other forms of writings.

Known as a workaholic, Das took some time off from his hectic schedule to speak to **Sunday POST** on a host of issues.

Here are the excerpts:

- **Let's begin with 'Mahaprasad'. If reports are to be believed, a basic meal of rice, dal, and besar now costs Rs 300 owing to alleged black marketing of the revered serving. How do you plan to deal with the situation?**
- The allegation appears to be wild and exaggerated. The situation is not as grim as you have been informed. However, I will admit that when the demand-supply situation is lopsided, any market is disturbed. Due to the ongoing Kartik Niti, a lot of pilgrims are arriving, and the demand is greater than the supply. However, we have formed a sub-committee to look into these aspects and suggest ways, and an enforcement squad has been formed under the leadership of Administrator (Security) to keep an eye on unscrupulous elements trying to create disturbance in Ananda Bazar. Several rounds of enforcement have also been done to keep things under control and arrest any kind of untoward situation.
- **The contentious issue of 'dress code' for Srimandir visitors has stirred debates all over. Are you ready with the required infrastructure, like changing rooms, or logistics, like costumes on rent, before imposing the restrictions?**
- A dress code is, in a sense, a kind of discipline that is never a contentious subject. Some unscrupulous and wayward people are trying to make it contentious. Socially, when we go to offices, courts, marriage functions, or appear in an interview for a job, we go decently dressed, although nobody urges us to do so. That's exactly what we are asking for. Jagannath Temple is not a place like a park, beach, or pub where you can come in revealing clothes in a holidaying manner. Your attire and attitude should be devotional.

Coming to the second part of your question, do you have changing rooms in your office, courts, or marriage reception halls for visitors? People come dressed from their homes when they visit these places with clean intentions. The intent must be clear while doing anything. If you are planning to visit the temple of God, you must come with a devotional intent, not like a bohemian tourist or an accidental pilgrim.

- **What has been the biggest challenge you have faced so far as the first full-time Chief Administrator of Srimandir?**
- The biggest challenge was conducting the Ratha Jatra in 2023. I joined here only one and a half months before the Ratha Jatra. It was like a student appearing in the exams without being able to attend classes throughout the year. I had to make myself acquainted with servitors, temple rituals, different line departments, and the public at large, for which there was hardly any time left with me. I had to spend sleepless nights and make tireless efforts to come out successful. Besides, as a full-timer, I am expected to be available here day in and day out, which exposes me to daily interaction with visitors and servitors coming with a myriad of issues. I have to go tid-bit into all issues. So the pressure has increased manifold.
- **Could you please share the measures you've taken in recent months to make 'darshans' more enjoyable?**
- Seamless darshan is an integral part of any pilgrim's plan to visit the temple. To make it smoother, we have had a series of meetings with different Sebayat Nijogs and other stakeholders, and we are in the process of chalking out a foolproof plan for general as well as differently-abled visitors.
- **The debate around Ratna Bhandar is far from over. What's the government's position and your take on the opening of the temple treasury?**
- As per the order of the Hon'ble High Court, Orissa, ASI had sought permission from the temple administration to conduct laser scanning of the outer walls of Ratna Bhandar to assess the extent of damage, if any, which we have already given. As soon as they submit the report, further steps will be taken based on the findings in the report and the directions of the Hon'ble High Court. However, the best time to open Ratna Bhandar is during the next Ratha Yatra when the Trinity is out of the temple and repairs and renovations, if required and proposed by ASI, can be taken up without any barrier.
- **Thousands of acres of Lord Jagannath's land in Odisha**



- and other states are under encroachment. How do you plan to vacate the trespassers and reclaim the real estate?**
- We have started a satellite survey of all landed properties of the temple with the help of ORSAC to digitise the land records and have real-time vigilance over encroachment etc. The land cell of the temple is being strengthened with the induction of more people to cater to these needs.
- **What new plans are in place for the benefit of servitors' children, as the Supreme Court of India recently expressed its displeasure over the issue?**
- Scholarships are being offered to servitors' children going for higher education. However, at elementary and secondary levels, we are going to start a Gurukul spread over 22 acres of land. It will give holistic education to their children and enable them to catch up with the job market while still imbibing in them ritualistic knowledge to serve God.
- **Earlier, ASI was not happy with the manner in which the excavation activities were carried out around the temple under the Srimandir Heritage Corridor Project. What do you have to say?**
- Every development plan in and around the temple is being done as per ASI and NMA norms. We are doing everything in consultation and collaboration.
- **Timber shortage fear looms large every year ahead of chariot construction, as it entails the felling of more than 850 trees. Any alternative plan to stem the issue?**
- The government is trying to address the supply position of timber in the future by augmenting forestry projects like Jagannath Bana Prakalpa in different districts over vacant government lands as well as temple lands. The state Forest department is quite active in fulfilling our needs.
- **Despite the fact that Lord Jagannath is the most revered deity in the world, the temple committee seems to have a shoe-string budget. Is there any plan to generate more revenue to make it on par with the richer shrines in the country?**
- The state government has all intent to help the temple administration generate more revenue for the temple by way of budgetary support and by way of earning more revenue from the sale of dead assets. The temple is also opening up channels to earn more from donations and the creation of profitable assets. But I must tell you that the richness and greatness of a temple do not come from its coffers but from the rich traditions, customs, and belief systems surrounding it, which we already have.

Bhumi opens up on women-centric films

Bhumi Pednekar is not only known for unusual choices movies, often times she does justice to the characters.

At a recent event, the *Badhaai Do* actress opened up about women-centric films and about her expectations from them as a female movie star.

Bhumi said, "When you see a film like *Gangubai Kathiawadi* do the numbers it did, it gave me so much hope and joy. If you see this month, you had a *Sukhee*, *Thank You For Coming* and *Dhak Dhak* - films that are led by a woman, written by women, and produced by women. I feel it's important to let the conversation be as active and potent as possible."

She carried on: "When *Bulbul* and

Qala get this kind of love and when you see Gunet Monga win an Oscar, you're like okay there's hope. I feel like we are seeking a fair chance and equality on so many levels, where the right kind of stories, praise and respect come your way. I'm seeking a fair play-ground."

She concluded, "When films are appreciated, you are like the audiences are changing because, by the end of it, they are the ones that can make this easier." AGEN- CIES



Anushka calls Virat 'God's Child'

Anushka Sharma recently showered praises on her husband Virat Kohli for breaking Sachin Tendulkar's record and scoring the highest number of ODI centuries by any international player ever.

Taking to her Instagram Stories, the actress posted a picture of Kohli with the text '50 ODI centuries' written in the background, and wrote 'God is the best script writer! Utterly grateful to him for blessing me with your love, and to watch you grow from strength to strength and achieve all that you have and will, being honest to yourself and to the sport always. You are truly god's child.'

Notably, Kohli overtook Tendulkar's record of 49 ODI centuries during the semi-final clash with New Zealand in the ongoing ICC Men's Cricket World Cup 2023.

Anushka was present in the stands to witness the star Indian batter achieve the new milestone. She was seen cheering and clapping for him as he blew flying kisses back to her from the ground after scoring his ton. Meanwhile, a video of Kohli also went viral on the internet wherein he was trying to find Anushka in the stands by peeking out of the dressing room balcony.

Team India defeated New Zealand by 70 runs to secure a spot in the World Cup final which is being held today.

AGENCIES

The Crown accused of distorting history

Popular British historical-drama series *The Crown* has been surrounded by a spree of controversial arguments lately, and most recently it has been charged with distortion of historical facts, in particular of fabricating Mohamed Al-Fayed's role in playing matchmaker to Princess Diana and Dodi Fayed, something which Michael Cole has completely rubbished.

Director Peter Morgan's lavish royal drama repeatedly implies that the relationship was engineered by Al-Fayed, the late Egyptian business mogul, as part of his ambition to obtain British citizenship. However, this is a distortion of historical facts as this allegation was refuted back in 1997.

Michael Cole, who is the former spokesperson for Al-Fayed has gone on record to time and again deny that his ex-boss was involved in Diana and Dodi's fateful romance, or had any role in it for that matter.

Speaking to *Deadline*, Cole revealed that he never once witnessed or had any knowledge of Al-Fayed engineering the relationship, or playing a role in making the tryst known to the entire world by commissioning photos of the couple.

IAN S



Raghav teams up with Se-yeong Oh

Actor-dancer Raghav Juyal, known for roles in *Sonali Cable*, *ABCD 2*, *Nawabzaade* and *Street Dancer 3D* has joined hands with Korean action director Se-yeong Oh for the upcoming movie *Kill*.

Se-yeong Oh is known for his work in films like *War of Arrows*, *Avengers - Age of Ultron*, *War*, *Fan*, and *Snowpiercer*.

Raghav describes working with Oh as an important moment.

"It feels like an important moment in my career as an actor, the chance to work with Se-yeong Oh is nothing short of a dream come true," said the *Kisi Ka Bhai Kisi Ki Jaan* actor.

"His mastery in designing action sequences is unparalleled, and I'm thrilled to be a part of this cinematic journey," said Raghav, who will be stepping into the shoes of a villain for the first time. Produced by duo Karan Johar and Gunet Monga



Kapoor, *Kill* is a venture under the banners of Dharma Productions and Sikhya Entertainment.

The film, written and directed by Nikhil Nagesh Bhat, also stars Lakshya and Tanya Maniktala.

IAN S



Winter Woes for Your Nails

Are your fingernails becoming dry, cracked, and brittle in the winter months?

It's not just your skin that's affected; your nails suffer too. When the cold air sets in, your nails can start chipping and flaking, leading to slow growth, breakage, and other issues. While people often prioritise care for their hair and skin in chilly weather, nail care is frequently overlooked.

Nails, integral to your body's integumentary system (skin), originate from the epidermis' outer layer. These cells, shared with your skin, harden differently in nails, but they have similar structural features and requirements. Cold, dry winters and

frequent hand washing with harsh soaps can strip away the natural oils binding nail layers, much like the dry skin experienced in winter.

Combatting dry nails parallels treating dry skin, but tailored formulations are advisable due to nails' unique properties.

Here are some simple winter nail care tips to maintain strong, healthy nails:

- Ensure your diet includes sufficient protein and calcium for strong, healthy nails. Consider a ten-day gelatin program for added support.
- Incorporate a weekly manicure into your routine, avoiding frosted nail polish if your nails are prone to breakage. Address any infections or pain before using nail polish.
- Counteract yellowish tint caused by nail polish by scraping the nail surface with a fine-grain emery board. Apply UV-resistant or clear polish for protection, or buff the nails with chamois leather.



- Create a moisturising mixture of almond and castor oil with a bit of hand cream. Massage it into your hands, follow up with moisturizer, and indulge in a weekly hand treatment mask.
- Avoid cutting or pushing back cuticles entirely; they serve as a natural protective seal. Moisturise them with cream or oil to protect and strengthen your nails, stimulate growth, and maintain overall health.
- Soak nails in lukewarm water weekly, apply cream, and wear cotton gloves to lock in moisture. Gently push back cuticles with a cotton bud.



- Shield your hands with warm gloves during outdoor activities and when handling cleaning or chemical substances.
- After washing chores, apply creams, oils, or ointments to dampened nails and surrounding skin to prevent breakage and retain moisture.
- Massage almond oil onto hands and around nails to soften cuticles and prevent them from sticking and tearing during nail growth. Regular massage is crucial in the dry winter season.



SHAHNAZ HUSAIN

THE AUTHOR IS AN INTERNATIONAL FAME BEAUTY EXPERT AND IS CALLED THE HERBAL QUEEN OF INDIA

Priyanka

