HERE. NOW

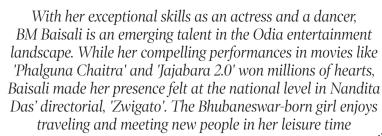
COVER STORY (P)



Day of

Rejuvenation





Brunch at favorite café

My ideal Sunday involves sleeping in, followed by a leisurely and elaborate brunch at my favorite café in Bhubaneswar with my family. I also enjoy spending quality time with loved ones, whether it's a game night, karaoke session, or movie night.



With co-star Sailendra

Passionate dancer

As a dancer, I am passionate about music and dance. My mornings start with Bollywood music, and my nights end with classical music. I love doing spontaneous dance routines to improve my skills.

Avid reader

When I'm not on set or rehearsing, you can find me reading scripts and books to stay inspired and informed. Reading helps me connect with different characters and enhances my imagination.

ANISHA KHATUN, OP



Love for traveling

With family during a trip

I'm fascinated by different cultures and ways of life. Traveling allows me to shape my characters by drawing inspiration from meeting new people and experiencing the world in all its beauty and complexity.

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 did the skeleton go to the party alone? Because he had no body to go with.
- If the USA is so great, then why did someone make a USB? The system is rigged.
- Why shouldn't you fall in love with a pastry chef? He'll dessert you
- Why did the coffee file a police report? It got mugged.



V-Day: Then & now

Sir, Last week's cover story on Valentine's Day involving 'love birds' made for an interesting read. The event, however, has evolved significantly over the years. Originally, it was a Christian feast day honoring Saint Valentine, marked by religious observances. By the Middle Ages, it became associated with romantic love, inspired by the belief that birds began mating on February 14th. Over time, the celebration grew more secular, with the exchange of handwritten love notes and tokens of affection. In the 19th century, the advent of printed Valentine's Day cards made the tradition more accessible. Today, it's a global phenomenon marked by elaborate gifts, romantic dinners, and public displays of love. The rise of social media has also transformed how people share their affection, with virtual cards and digital declarations becoming popular. Despite these changes, the core sentiment of celebrating love remains constant.

SHUVAM JAISWAL, 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

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In recent years, the capital city of Odisha has witnessed a significant surge in the popularity of virtual restaurants, commonly referred to as ghost kitchens or cloud kitchens. These delivery-only establishments have revolutionised the city's culinary landscape in unprecedented ways with more people preferring authentic home-cooked food over spicy stuff of branded restaurants

ANISHA KHATUN, OP

loud kitchens are redefining the food experience, offering everything from comforting, homecooked meals to exotic global flavors. Their rapid growth is driven by lower operational costs, efficient delivery models, and a rising demand for hygienic, high-quality meals. Established brands, passionate home chefs, and innovative food entrepreneurs are capitalising on this model to provide diverse culinary experiences without the overhead costs associated with traditional restaurants.

Market research indicates that the Indian cloud kitchen market is booming. It is estimated to be worth Rs 130 crores in FY2024 and is projected to reach Rs 440 crores by FY2032, growing at an impressive compound annual growth rate (CAGR) of 16.63%. Twin Cities Bhubaneswar and Cuttack are no exception to this trend. In recent years, the cities have seen a marked increase in the popularity of cloud kitchens. These delivery-only establishments are transforming the Twin Cities' gastronomic scene by offering a wide variety of cuisines with-

out the traditional dine-in expe-

rience. The entry of renowned chefs into this space further highlights the growing trend of cloud kitchens in two these Bhucities. baneswar in particular. With food delivery apps making than easier

ever to access great meals, the temple city's cloud kitchen revolution is just beginning. Whether it's satisfying latenight cravings, providing healthy meal plans, or indulging in weekend treats, these digital-first kitchens are here to stay, delivering flavors that keep the city's appetite growing.

To gain deeper insights into this burgeoning trend, Sunday POST spoke with several prominent and emerging cloud kitchen owners, as well as food bloggers, to understand what drives the success of these virtual culinary ventures.

'My venture is not just about food, but empowering people'

Saroja Choudhury, the proud owner of the famous *Rosy's Kitchen*, whose dishes traveled all the way from Bhubaneswar to Shivshakti, Kajol and Ajay Devgn's house in Mumbai, says, "From the

very beginning, I wanted to be independent. Al-



though I initially pursued a yoga course, my true passion was cooking. I wanted to serve healthy, home-cooked food while creating employment opportunities for others. At the time of my marriage, I didn't know how to cook

well, and a remark from my mother-in-law about it became a turning point in my life. Determined to improve, I immersed myself in cooking and de-

veloped a deep love for it. Once my children became established in their lives, I decided it was time to follow my passion and start my own venture. I noticed that Bhubaneswar lacked places where people could find a variety of pithas and other authentic Odia dishes. With that idea in mind, I started my cloud kitchen in a spare kitchen of my house. My mission was to provide nutritious,

home-style food to those who craved it."

Speaking about the opportunities and challenges, she continues: "The biggest

turning point in my journey came during the pandemic. I worked tirelessly, day and night, to serve healthy meals to COVID patients and frontline warriors. It was an exhausting yet fulfilling experience, and I believe my dedication was rewarded when Rosy's Kitchen started gaining widespread recognition. What once began as a small step toward independence has now grown into something much bigger. Today, my business supports 25–30 employees, bringing income to their

households. I take great pride in knowing that my venture is not only about food but also about empowering people."

Carrying on in the same breath, Saroja adds, "Over time, my kitchen has expanded, and now my dry food items are being delivered to various countries. Looking ahead, I have many plans for the future. I dream of opening a restaurant and outlets in every state across India. My food has been well received internationally, especially in the USA, and I aspire to establish outlets there as well. From a simple kitchen to a growing brand, this journey has been full of challenges and achievements. Through it all, my goal remains the same—to serve wholesome, delicious food and make a meaningful impact on people's lives."

'I find immense joy in feeding people'

Homemaker and owner of *Boudi Rannaghar*, **Rinku Dey** from Cuttack, shares her journey: "Three years ago, I started my cloud kitchen in Cuttack, turning my passion for cooking into a business. Currently, I supply food to

the High Court on
Wednesdays and
Fridays, catering to around
20–30 people
working in the
computer labs.
I also take party
orders for birthdays, get-togeth-







to guests at *Odisha Master Chef*, which was a proud moment in my journey. In addition to Cuttack, I also provide food services in Bhubaneswar, expanding my reach beyond my hometown."

When asked whether she takes daily orders or not, Dey replies, "At present, I don't take daily orders because, for now, I have to focus on my children's studies, school, and tuition. However, I plan to expand Boudi Rannaghar in the future by employing more people and will focus on daily orders. My goal is to build a well-organized kitchen that can serve more customers while maintaining the quality and homely touch that people love."

Talking about challenges, she says, "Initially, running a business while managing home and children was not easy, but I refused to give up. I find immense joy in feeding people and seeing them enjoy my food. My husband has been a pillar of support, always encouraging me in my decisions and help-

ance my responsibilities. With determination and hard work, I aspire to expand Boudi Rannaghar into a larger venture while staying true to its roots."

'Our priority is health and quality'

Swaraa Das, the manager of Anu's Kitchen, Bhubaneswar, savs: cloud kitchen was founded by my mother, Anushka Das, and is managed by me. As an engineer, I stepped into the cloud kitchen market three months ago, running this as a part-time business. Currently, I oversee all aspects of the business, with bitious plans for expansion. Located in Jagamara, Anu's Kitchen specializes dishes, with pasta and chow mein being our bestsellers. Our white sauce pasta, in particular, has earned a strong reputation among customers. We prioritize health and quality by using less oil, fewer spices, and high-quality ingredients, offering a healthier alternative to fast food."

When asked to explain the statistics of her business, Das shares, "To expand our reach, we have registered on major food delivery platforms like Swiggy and Zomato, ensuring that customers can easily order our food. On an average weekday, our sales range from Rs 2,000 to Rs 3,000, while on weekends, they rise to Rs 4,000–Rs 5,000, showing steady growth in demand. At present, I manage all operations independently since the business is still in its early stages. However, as our customer base grows, I'm planning to hire more hands to handle the increasing number of orders and improve efficiency."

On the immediate objective, she says, "Expansion is a key goal, and I plan to scale up the kitchen operations to serve

more customers while maintaining the quality and taste. With a commitment to providing delicious yet healthy food, I am confident that Anu's Kitchen will continue to grow, attract more customers, and become a well-known name in the food industry.

'There is still a lot of room for innovation and growth'

Sharing her enthusiasm for the growing trend of cloud kitches, **Aradhana Biswal**, a prominent food blogger from Bhubaneswar and the creator behind the Instagram channel Big-

bitetales, says, "I enjoy having a fancy meal in the comfort of my home whenever I want, which is why I absolutely love the idea of cloud kitchens. They offer flexibility and speed. I can choose the cuisine, dishes and portions

and with a wide range of options, it's both convenient and cost-effective compared to dining out at a restaurant."

based on my mood

elaborates, "The virtual restaurant concept really gained traction during the Covid-19 pandemic. Since then, it's been a dynamic space where new cloud kitchens are constantly popping up and closing down as well. Over the years, I've collaborated with many cloud kitchens and the ones that have endured are those that truly understand their customers' needs. They focus on building trust and always prioritise quality in their offerings."

Despite operation of a large number of cloud kitchens in the city, she believes that the market in Odisha has a lot of potential. "While the industry is definitely thriving, it hasn't yet reached its peak. There is still a lot of room for innovation and growth," she says. She hopes that as the market matures, more cloud kitchens will focus on refining their operations, listening to customer needs, and delivering exceptional food experiences. For Biswal, the future of cloud kitchens holds great promise and she is excited to see where it goes.





Startups in Odisha:

Challenges Opportunities

KAMALJIT DAS

n idea can be transformed into a start-up. In some cases, the crisis creates an opportunity and the end result can be a startup. Many times, it is seen that there is an idea but we do not have courage to start it or we do not feel it is worthy. On the contrary some people take that idea as an opportunity and mobilize into reality. Startup is defined as "an entrepreneurial venture or a new business in the form of a Company, a partnership or temporary organization designed and search of a repeatable and scalable business mode." Startup Odisha was envisioned in 2016 with the mission to foster innovation and create a thriving entrepreneurial ecosystem. With a clear vision to support and nurture startups, the goal has been to drive economic growth, generate employment, and position Odisha as a leading hub for entrepreneurship in India.

Opportunities in Odisha's startup ecosystem

Odisha stands as a land of immense opportunities for startups, investors, and innovators. Odisha aspires to be a leading startup destination, fostering diverse ventures across the state. Startup Odisha's impact, evolving policies, strategic infrastructure, and supportive funding initiatives collectively emphasise the state's commitment to innovation and realising a vibrant ecosystem. The startup boom is not limited to major cities; emerging ventures are thriving across the state, including in places like Rourkela, Balasore, Berhampur, Sambalpur, and Bargarh. Startup Odisha has nurtured over 2055 startups, emphasising strategic partnerships, supportive ecosystems, investments, and effective policies. Since the last decade Bhubaneswar has seen sprawling growth of startups. One of the key factors that make Bhubaneswar a startup hub is the presence of world class educational institutes like IIT, NISER, CET, IIIT, CIPET etc that provide global exposure. Emergence of IT giants like Infosys, TCS,

Wipro and Mindtree, IBM in Bhubaneswar also acts as a catalyst for the fast-growing startup culture in the city. The youth of the city is talented, enthusiastic and innovative. The World Bank has ranked Bhubaneswar as the best place to do business in India. The venture capitalists have also studied about the situation and taking course of action in this regard. While interacting with the business think-tankers it is found that "Bhubaneswar acts a great destination to start and validate customers. Having a limited demand the cash burn would be lower. facilitating the stability of business model before entering Tier-1 cities.

Ease of doing business: Odisha is consistently recognized as one of the most business-friendly states in India, Our policies and reforms have simplified processes for start-ups, ensuring a seamless experience from registration to operation.

Sectoral strengths: Odisha's rich resources and industrial base make it a fertile ground for sectors such as: Agro-tech and food processing: Leveraging Odisha's agrarian economy and natural resources. Emerging technologies: With a growing focus on AI, robotics, and digital health. Art and handicrafts: Preserving and innovating traditional crafts for global markets and show case of Products. Tourism and hospitality: Showcasing Odisha's cultural and natural heritage at global level.

World-Class Infrastructurefacilities like the O-Hub, our flagship incubation centre, provide state-of-the-art infrastructure for startups to prototype, innovate, and scale their ideas. O-Hub's hub-and-spoke model ensures startups from every corner of the state can access resources and mentorship. Funding Ecosystem: The Odisha Startup Growth Fund, with an initial corpus of INR 100 crore, provides critical financial support. Coupled with the highest monetary benefits for startups and incubators in the country. Odisha ensures that innovation thrives without financial constraints. Ed

Odisha is consistently recognized as one of the most business-friendly states in India as the state's policies and reforms have simplified processes for startups, ensuring a seamless experience from registration to operation

tion and talent: Home to ties, 197 engineering 33 universicolleges, and numerous R&D centres, Odisha is a reservoir of young, industry-ready talent. The symbiotic relationship between academia and startups fosters a culture of innovation and entrepreneurship. Supportive policies: Odisha's Startup Policy is among the most progressive in India. offering incentives such as grants, subsidies, and tax benefits. The preference for startups in public procurement has opened doors to government contracts, enabling startups to showcase their innovations.

While we celebrate our progress, we must also confront the challenges that hinder the growth of our Startupecosystem: Limited Access to Investors: The low presence of angel investors, venture capitalists, and private equity players in Odisha is a bottleneck for scaling Startups. Encouraging local investment networks is critical. Migration of talent: Many talented individuals migrate to cities like Bengaluru and Hyderabad for better opportunities, leading to a brain drain. Retaining this talent by creating competitive opportunities within Odisha remains a priority. Scalability and global exposure: Startups often face difficulties in scaling operations and accessing global markets due to limited networks and visibility. Building stronger international connections will address this gap. Infra-



nca-

in tier-2 and tier-3 cities: Inadequate digital and physical infrastructure outside Bhubaneswar restricts the growth of startups in smaller cities. A focus on decentralization is essential. Cultural barriers: Societal hesitancy towards entrepreneurship as a career choice remains a significant challenge. Building awareness and encouraging risk-taking are critical to fostering a startup culture.

Celebrating achievements

Despite these challenges, the achievements of Odisha's startups are a testament to the resilience and ingenuity of our entrepreneurs. Startups from Odisha have made significant strides across sectors. Fintech startups have raised over \$18 million in funding. Healthcare services startups have secured over \$7 million. Drone technology and robotics startups are gaining national and international recognition. EdTech companies are revolutionizing education and securing global partnerships. Today, Odisha has over 20 incubation centers and several sector-specific innovation hubs.

Policy Impact: Events like "Utkarsh Odisha" have showcased these Startups on a global stage. Entrepreneurial Diversity: Odisha's startup ecosystem is unique in its inclusivity.

Conclusion

Odisha's startup eco-system is at an inflection point. With unwavering commitment, strategic planning, and collective efforts, we can transform Odisha into a global innovation hub. We need to build a future where Odisha's startups lead the way in innovation. inclusivity, and impact. States like Odisha, have better opportunity for start-up entrepreneurs and could draw the attention at the global perspectives. Proactive role of the government would bring new changes in the fields of good governance for smooth and hassle-free services, in time funding assistance However, still there are few areas being under bracket like; can it be helpful to generate viable employment opportunity for low skill personnel, challenges to meet demand and supply of services, product as well as employment and finally the capability of existing institutes within Odisha is to be measured.

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◆◆ TINSEL TOWN



Odia movie Mastoor. A tribute to teachers

Bhubaneswar: Anasmish Production and Amara Studios have announced their new venture, Mastoor, an Odia indie film that pays tribute to government school teachers.

Written and directed by Yash Varman Panda and Sunil Kumar Sahoo, the movie is produced by Kumar Pritam Sahu and Naveen Bhandari.

The principal cast includes Subash Chandra Muduli, Rajesh Raj, Gunjan, Tiki Ratha, Rajguru, Suraj, Panchu, Kumar Amar, and Golakh Ghadei.

The makers have also released their first rap song, Chali Chali Jaye Mastoor.

Mastoor is a docu-style narrative that lays bare the relentless struggles of government teachers. It sheds light on the reality that, even in the face of systemic neglect, these educators persist, driven by a deep sense of duty and love for their students, the directors shared.

The film also poignantly depicts the lives of those—children from backward classes, adivasis, and BPL families—who depend on these teachers the most.

The makers are planning to release the movie on Utkal Divas.



ctress Alaya F has shared a detailed time-table on social media of what a day looks like in her life. Alaya took to Instagram, where she shared

a video giving a glimpse into her personal life. The actress revealed that she starts her day as early as 5.30 in the morning.

The clip begins with Alaya saying: "Welcome to another day in my life. This day started really early. I woke up at 5.30, had my detox water and my matcha, did a little skincare and I was ready for my voga class. I

did voga till it was bright outside and I then took a quick shower. The actress, who is the grand-

daughter of veteran star Kabir Bedi, shared that she had to wash her "hair, do some more skincare and I was ready to leave for shoot." 'I did eat some breakfast at home though before I left.

The actress then revealed that she gorged on two of her "favourite smoothie bowls"

"And then I started taking mirror selfies because I was feeling happy and fresh and the lighting was great. And then I made my way to Worli for a shoot. I can't really show you much until it's out so I'll just show you this much.

The actress also met her friend and Bade Mivan Chote Mivan co-star Manushi Chhillar post work, IANS

Rane: No complaint against star kids

ctor Harshvardhan Rane is enjoying renewed recognition for his 2016 film Sanam Teri Kasam, which has been re-released to positive appreciation. Reflecting on his career, Harshvardhan reveals he never felt resentful towards star kids, despite the common industry discourse around nepotism. He pointed out that many star kids who initially got opportunities have faded from the scene, while outsiders like him continue to find success. "When I write down the names of star kids, I realise that 8 out of 10 have already vanished. Outsiders are the ones who continue to get good work, and I can't complain about that," he said in a recent interview.

Harshvardhan emphasised that his belief is rooted in hard facts, not resentment. He noted, "There are no biases or partialities, just hard facts. Not many star kids have found work, and it's the outsiders who are at the top.'

The actor, who made his Bollywood debut with *Sanam Teri Kasam*, expressed his desire to prove himself through meaningful projects. He aims to win a "happy producer" who will appreciate his work. Harshvardhan, who previously worked as a delivery boy before entering films, has since featured in projects like Tara vs Bilal and Haseen Dilruba. AGENCIES



hekhar Kapur and Suchitra Krishnamoorthi's daughter, Kaveri Kapur, has made her Bollywood debut with Kunal Kohli's romantic drama Bobby Aur Rishi Ki Love Story. The actor is seen romancing Amrish Puri's grandson, Vardhaan Puri, in the film, which premiered on Disney+

Kaveri admitted feeling the pressure of her Bollywood debut and said, "I am nervous, and I want people to like me. I understand the whole nepotism debate and see both sides of the coin. I get that people are frustrated that outsiders are not getting the opportunities they deserve. But nep otism exists in every field—just like a doctor's child becomes a doctor, or a lawyer's child becomes a lawyer."
She further added, "Secondly, when you

grow up in this world and are passionate about something, you'd naturally want to pursue it. As someone from a privileged background, it would be foolish not to take the opportunities that come your way. People who send hate to star kids should really think—if they were in the same position, wouldn't they do the same? Before hating on someone, one should put themselves in their AGENCIES



Balance bird of Meenakari: Where physics meets craft

Originally

introduced

in India by

the Mughals, the

Gulabi Meenakari

precision involved

in its making.

No wonder,

Geographical

Indication

tag in 2015

Artist Kunjbihari Singh

iteamed

SATYABRATA PANIGRAHY

t is a winter morning in Varanasi, the holy city of Ghats and Gharanas. As the sun rises, the first light is reflected in river water, shredding the foggy atmo-

sphere; Sadhus take a dip on the banks of Ganga while offering water to the Sun god; The whole surrounding echoes with Vedic chanting and chirping of birds. These acts describe a winter morning in Kashi- the eternal city, wherethe buzzing streets are full of cultural activities. Within these narrow streets of Babu Ghat in Varanasi on the bank of river Ganga, a delicate craft, known as Gulabi Meenakari or Pink Enamelling, is being practiced over the years. The word "Meena"means 'enamel', while "Kari" means

'work'. Meenakari is the art of decorating a metal surface by fusing mineral elements on it.

Varanasi is a treasure trove of various

timeless crafts and art forms like wooden lacquer ware and toys, stone carving, black pottery, Gulabi Meenakari. Chunar sand stones, heads. glass handloom, Zardozi. stands apart as one Bell metal craft. But the Gulabi Meenakari, origiof the most alluring nally introduced into Inhandicrafts because dia by the Mughals, stands apart as one of the most alof the intricacy and luring handicrafts because of the intricacy and precision involved in its making process. For which, it was rec-

A fusion of simple science and complex craft

ognized under Geographical

Indication tag in 2015.

When it comes to Gulabi Meenakari, Kunjbihari Singh is a well-known artist in this field. Singh is a national award winning meenakari artist with a vast experience in this artform. He has a variety of meenakari products to showcase. Floral motifs. fractal patterns, geometric shapes, mythological themes enhance

In this unique creation, an eagle shaped bird hangs on a small narrow pillar with the support of its beak, and the weight of the bird is higher than pillar's weight

support of its beak, and the weight of the bird is higher than pillar's weight.But how is it possible? Singh says,"It is simple physics

Study the science of art; study the art of science. Learn how to see. Realise that everything connects to

everything else.

LEONARDO DA VINCI

which helps in maintaining the balance of hanging bird.I am an artist, also a science student. So, I tried to do something different by applying the concept of centre of gravity while designing the hanging eagle bird."

This fascinating product is based on a basic concept of physics. The technique to maintain balance is to keep the bird's centre of gravity right below its beak and above the support base, shifting most of the body weight over its nose. The centre of gravity is the point where an object's weight is evenly distributed

and balanced in all directions. In other words, it is a theoretical point where gravity seems to be acting on an object. By calculating the centre of gravity, the behavior of an object under the influence of gravity, including its stability, can be understood.

Looking closely at the bird's shape, one can notice that the wings of the bird are weighted more

than normal. It distributes mass in such a way, thereby aligning the centre of gravity below the beak and maintaining balance of the bird. Without the weights, the bird's centre of gravity would be near its middle, so it wouldn't balance on its nose tip.

Alchemy of Meenakari

This ancient art form requires the knowledge of alchemy, as different kinds of metal oxides are used in Meenakari, Enamel colours mainly consist of metal oxides mixed with finely powdered glass. Blue colour is obtained from cobalt oxide; Yellow from chromate of potash; Green from copper oxide, black from iron, white from titanium oxide and pink is obtained from chromium oxide. From the Meenakari art form, it is clearly evident that the craftsmen of medieval India were aware of these metal compounds and their chemical properties.

The artist says, "The whole process involves seven stages. At first, we draw and make the imagined

shape. The structure is made of silver metal. Then, intricate designs are engraved on the surface of that structure by a craftsman, and the meenakar crushes solid enamel pieces (metal oxides) into a powder and mixes it with water to create a paint. Then, the artist carefully applies the paint to the designed surface.

The object is heated in a kiln at nearly 850 degree Celsius to allow the enamel to fuse with the metal surface. Then the art product is cleaned with a mild acid to make itglossy.

Meenakari handicraft is a testament to the confluence of science and art. It shows that techniques of science are being used in artistic creations since ancient times.It may be categorized as a part of ethno-science or the people's science. Knowingly or unknowingly, craftsmen have been using science in their work.

It reminds us one popular quote of Leonardo Da Vinci –"Study the science of art; study the art of science. Learn how to see. Realize that everything connects to everything else.

The author writes mostly on history of science, art and culture and can be contacted at saty a 1999 situ@gmail.com.



SUNDAY POST FEBRUARY 16-22, 2025 GLAM SLAM

