

MARCH 08-14 2026

SUNDAY POST

HERE . NOW



INTERNATIONAL WOMEN'S DAY

Strength in solidarity

COVER STORY

P
3,4

MY SUNDAY



With family

Day of reset

Sundays are my reset days. I like to slow down, reflect on the week, and reconnect with myself. It's a mix of rest, family time and quietly preparing my mind for the week ahead.

Sunday of simple joys

My ideal Sunday is calm and fulfilling, starting with a relaxed morning. I spend time on creative pursuits like dance practice or reading, and cherish peaceful evenings with family, feeling grateful.

Dancing beyond stage

Dancing has been my passion since childhood and remains my strongest form of expression. Along with that, I enjoy acting, and exploring creative ideas that help me grow personally and professionally.

Passionate and graceful, Salepur-born Samikshya Samadarshini began her artistic journey with rigorous training in Odissi and other classical dance forms, building a strong creative foundation. Her confident entry into the glamour world came with KIIT Nanhipari Little Miss India in 2018, opening doors to pageantry, modelling and media. A former finalist of Raja Queen 2023, she has appeared in bhajan albums, commercial music videos like 'Khuda Rana to Pain', and made her acting debut in the Odia film 'Sunanaki Bohu', steadily carving her space.



From art to enterprise

In my leisure time, I practice expressions as an actress, study films to understand characters deeply and stay updated on fashion, digital media, and branding trends. I also enjoy planning concepts and learning skills to shape my journey as a future businesswoman.



During audio release of Odia movie Sunanaki Bohu

Food, flavour, and feeling

I am a foodie and I love exploring different cuisines and flavours. While I don't cook regularly due to my schedule, I do enjoy cooking occasionally, especially simple dishes that bring comfort and joy.

ANISHA KHATUN, OP

WhatsApp This Week

Only on Sunday POST!

Send in your most interesting WhatsApp messages and memes at: features.orissapost@gmail.com

THE BEST MEMES OF THIS ISSUE

- Alzheimer's can't be that bad. You get to meet new people everyday.
- A girl in a restaurant asked me "Are you single?". I happily replied "Yes". She took away the extra chair in front of me.
- Laugh and the world laughs with you. Snore and you sleep alone.
- Every morning is the dawn of a new error.



Not just colours

Sir, As the last week's cover story suggests Holi is far more than a festival of colours; it is a profound celebration of life, renewal, and human connection. While vibrant gugal, laughter, and music dominate the day, the deeper essence of Holi lies in its spirit of togetherness. It marks the triumph of good over evil, reminding people that truth, faith, and righteousness ultimately prevail. Holi dissolves boundaries—of age, status, and social differences—as everyone comes together in shared joy, forgetting grudges and embracing forgiveness. Beyond the playful chaos, Holi signifies renewal. It arrives with spring, symbolising new beginnings, hope, and the promise of fresh opportunities. Old resentments are washed away with colours, making space for harmony and understanding. Families reunite, friendships are rekindled, and communities strengthen their bonds through simple gestures of love and warmth. Holi also celebrates emotional freedom. It encourages people to step out of rigid routines, express happiness openly, and reconnect with their inner child. In its truest sense, Holi is about painting lives with compassion, empathy, courage, and joy—colours that linger long after the festival ends, enriching everyday life with meaning and positivity.

ADITYA PADHI, BHUBANESWAR

LETTERS

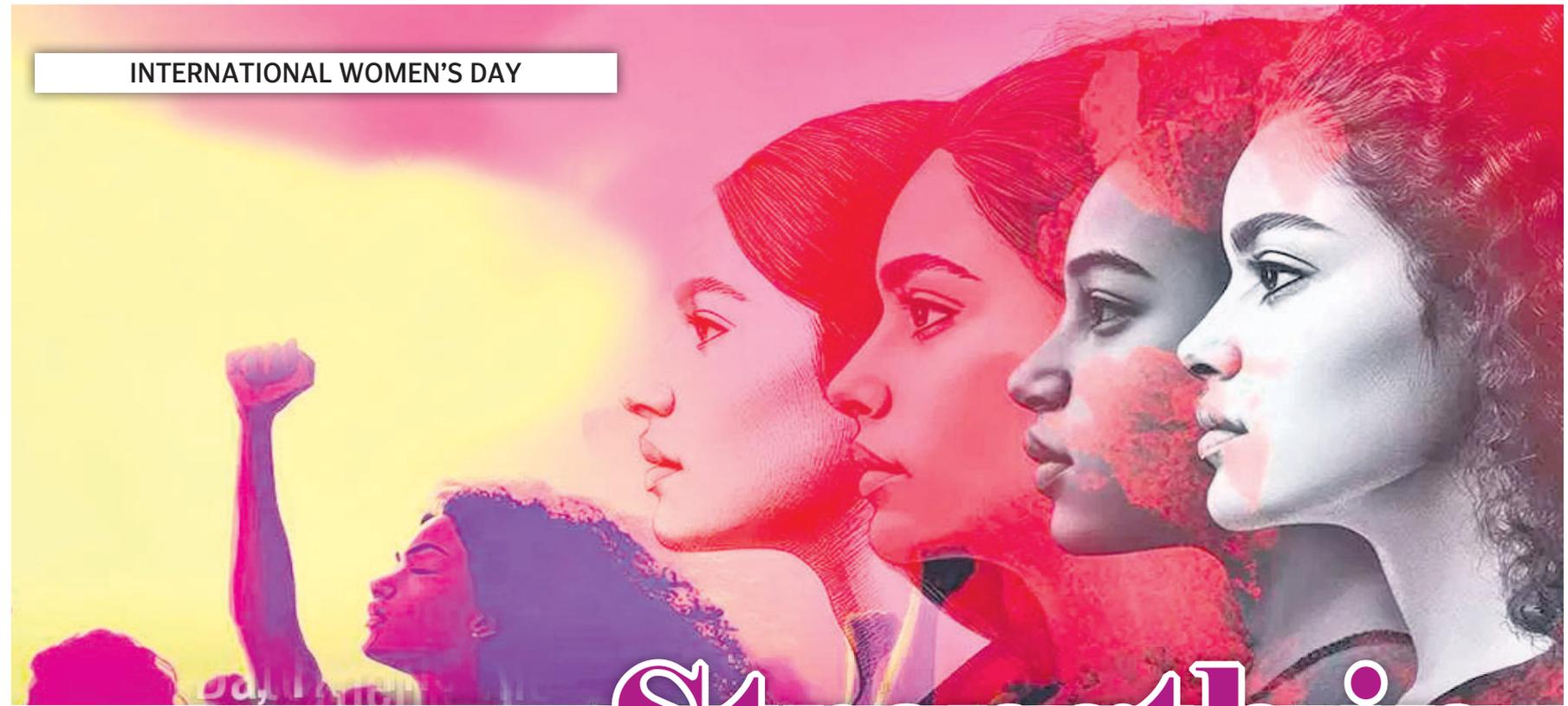


A word for readers

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

INTERNATIONAL WOMEN'S DAY



Strength in solidarity

This year's International Women's Day theme, "Give to Gain," emphasises that progress grows through shared effort. It reflects the belief that when individuals give knowledge, support, and opportunities to others, they strengthen society as a whole. Empowerment, the theme suggests, is achieved through collective generosity and mutual growth

ANISHA KHATUN, OP

Every year, International Women's Day arrives not merely as a date on the calendar but as a moment of reflection, celebration, and renewed commitment to equality. The theme for 2026 'Give to Gain' reminds us that true progress is rarely a solitary pursuit; it grows when knowledge is shared and opportunities are created for others. In a world where collective strength often shapes the path forward, the simple act of giving becomes a powerful catalyst for change.

To mark this year's theme, Sunday POST spoke to individuals from diverse fields about how they are contributing to the empowerment of women.

'Through meaningful cinema, we can make society think differently'

Young and talented actor **Suryamayee Mohapatra** believes that cinema has the power to influence society and inspire people in meaningful ways. According to her, films are not just a source of entertainment but also a powerful medium to communicate ideas and create awareness. "Cinema is a very powerful medium through which we can reach each and every individual and inspire them for something good. People are very much connected with movies and they follow what they see on big screens." She explains that audiences often relate to the characters and stories they watch, which makes films an effective platform to convey important social messages.



As an actor, Suryamayee says she tries

to choose roles that carry a deeper meaning and contribute positively to society. "So as an actor I try to choose that kind of character that has some message for the society. Like school teachers educate students, we can also educate not only children but everyone through our movies." Through meaningful storytelling and impactful characters, cinema can encourage people to reflect on social issues and rethink existing stereotypes. She believes that actors have a responsibility to use their craft thoughtfully, especially when their work reaches a wide audience.

Speaking about women's representation, she emphasises the importance of portraying characters that inspire and uplift women. "As a woman I think I can choose strong characters, even if not always strong, they should at least uplift women in society. Feminism doesn't mean only supporting women; it is about the mindset of someone who fights for equality." She adds that the influence of actors today extends beyond films, particularly through digital platforms. "We can also spread awareness through social media because people follow us on different platforms. Many people look up to us as role models, so we have the responsibility to educate them and create awareness through our voices and actions."

Concluding her thoughts, Suryamayee reiterates that influence comes with responsibility. "When people admire us and follow our journey, we must ensure that what we project adds value to their lives. Through meaningful cinema and responsible use of social media, we can

inspire change and encourage society to think differently. If our work can positively impact even a few lives, then we are truly contributing to empowerment."

'It's important to promote more women into leadership roles'

Dr. Silpi Sahoo, Chairperson of the SAI International Education Group, believes that educators play a transformative role in empowering women by creating balanced, inclusive and supportive learning environments. "Educators play a transformative role in women's empowerment by ensuring gender balance within the education workforce. When institutions actively recruit, support, and retain women as teachers, counsellors, and administrators, they create more inclusive and representative learning environments. Women educators bring valuable perspectives that influence policies, teaching practices, and student support systems in meaningful ways. A balanced workforce also normalises the presence of women in positions of authority and expertise, helping break societal biases about gender roles."

She further highlights the importance of promoting women into leadership positions within educational institutions. "Equally important is promoting more women into leadership roles, including positions such as principals, academic coordinators, department heads, and institutional leaders. Visible women leaders serve as powerful role models, showing students, especially girls, that leadership is not limited by gender. Their presence strengthens institutional commitment to equity, encourages girls to aspire to leadership, and ensures that decision

making reflects diverse voices. Women leaders also help shape policies that prioritise safety, well being, and equal opportunity." According to her, when girls see women in positions of authority and decision-making, it naturally broadens their aspirations and encourages them to believe that leadership and success are within their reach.

Dr. Sahoo also stresses the need for safe, inclusive and empowering learning spaces. "Finally, educators must ensure safe, inclusive, and empowering classroom and campus environments. Safety, both physical and emotional, is essential for girls to learn and thrive. Within the classroom, educators empower girls by providing equal opportunities to participate and lead, challenging gender stereotypes, and encouraging confidence, critical thinking, and self expression. Through mentorship, guidance, and a culture of respect, educators help girls recognize their potential, pursue their aspirations, and grow into empowered and independent contributors to society." She believes that when schools foster respect, equality and encouragement, they nurture confident young women who are ready to contribute meaningfully to society.



DR SILPI SAHOO WITH STUDENTS



'Girls should be taught that they are just as capable as men'



Social activist **Binduja Upadhyay**, who has been actively working for women's upliftment, believes that the essence of Women's Day lies in helping women realise their own strength and voice.

According to her, empowerment begins when a woman understands that she has the right and the ability to speak up for herself and others.

"Women's Day is for every woman," she says, adding, "As a woman, what I want to do is help other women realise that they have a voice. A woman carries a child for nine months and gives birth to new life. If she has the strength to do that, she has the strength to do anything in this world. She can stand up for herself and raise her voice against any injustice, whether it is happening to her or to someone around her."

Binduja emphasises that one of the most important steps toward empowerment is encouraging women to speak up. "The most important thing is to give women their voice. Once they find that voice, they can take care of the rest of the fight themselves. Women are capable; they just need the confidence and support to stand up for what is right," she adds.

She also points out that society has long placed subtle yet powerful restrictions on women. "We live in a society where women are constantly reminded of their limitations. They are told, 'You are a woman, you cannot do this,' or 'You should stay within certain boundaries.' At the same time, men are often given more freedom. These kinds of sophisticated limitations need to be erased."

According to her, the change must begin from childhood. Families and educators have an important role in shaping

how girls view themselves. "Girls should grow up believing that they are not incapable of anything. They should be taught that they are just as capable as men. Unfortunately, we often confine women within certain stereotypes, like the idea that women belong only in the kitchen or that their primary responsibility is managing the home."

Upadhyay stresses that these perceptions must change. "Women can do anything and everything. Every girl child should grow up hearing this from her parents and teachers. When girls are raised with confidence, equality and encouragement, they become strong individuals who can contribute to society in meaningful ways," signs off Binduja.



'Knowledge of laws strengthens women's agency'

Ipsita Das, a research

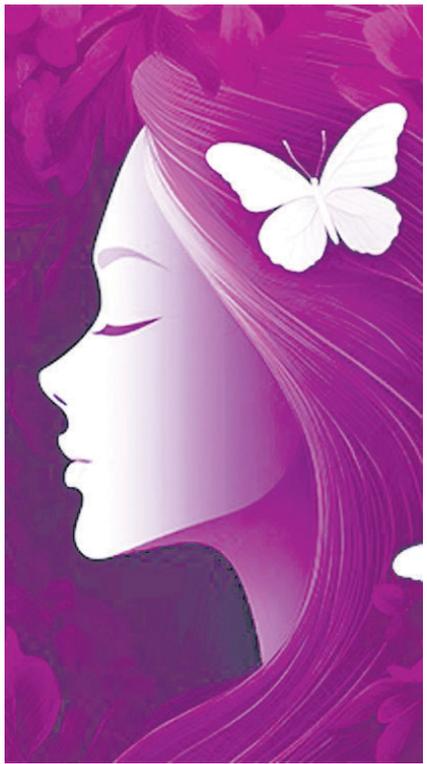
in a deeply rooted patriarchal society. Social conditioning, discrimination and structural inequalities frequently undermine their dignity, safety and opportunities. In such circumstances, she says, the law becomes a transformative force, almost like a "magic wand" that enables women to reclaim rights that have historically been denied to them.

Das points out that the Constitution of India recognises the challenges faced by women and attempts to address them through protective and enabling provisions. She refers particularly to Article 15(3) of the Constitution of India, which allows the state to make special provisions for women and children. These measures, she notes, are often criticised as "extra privileges." However, such criticism ignores the lived realities of women in society. "These provisions are not acts of favouritism," she explains, "but instruments of substantive equality meant to level an uneven social playing field." Focusing only on a few instances where laws may have been misused overlooks the countless situations in which women continue to face violence, discrimination, economic dependence and social exclusion. These challenges significantly affect their dignity, health and safety.



According to Das, awareness of legal rights transforms women from passive recipients of protection into active rights-holders and decision-makers. Knowledge of

laws related to equality, education, employment, domestic violence, sexual harassment and reproductive rights strengthens women's agency in both private and public spheres. "Legal awareness equips women with the confidence to challenge injustice, resist exploitation and seek justice through lawful means," she says. Ultimately, she believes that legal awareness is a constitutional power that reassures women that they are not inferior in any way. When women under-



stand that the law stands as both a shield and a sword protecting their dignity, they become stronger individuals. "An informed woman not only empowers herself," she adds, "but also contributes to building a more just and progressive society."



Springtime travel trails

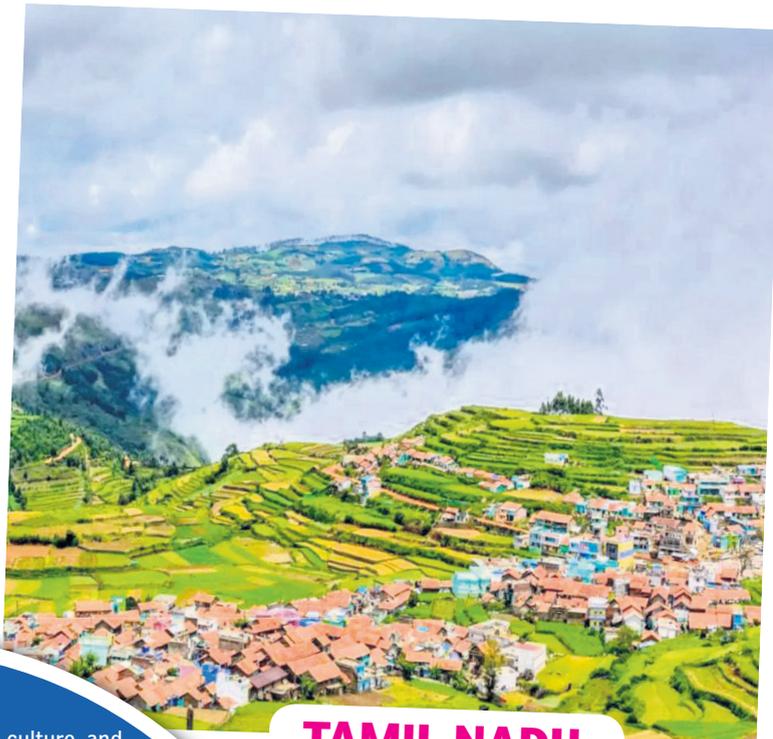
From the tranquil monasteries of Sikkim to the wildlife reserves of Assam and the spiritual charm of Uttarakhand, India offers countless travel experiences at this time. The pleasant spring weather, blooming landscapes, and vibrant cultural experiences make it one of the best times to explore the country. Whether you seek adventure, nature, or cultural discovery, these destinations promise a memorable journey



ARUNACHAL PRADESH

Known for its untouched beauty and vibrant tribal culture, Arunachal Pradesh is a dream destination for nature lovers. In March, the weather becomes mild and comfortable, making it ideal for exploring its valleys, monasteries, and mountain passes. Popular destinations include Tawang, Ziro Valley, and Bomdila, where visitors can enjoy stunning Himalayan views and peaceful surroundings. Spring also brings blooming orchids and greenery to the region, adding to its charm. Travelers can explore local villages, witness traditional culture, and experience the serene atmosphere that makes Arunachal Pradesh one of India's most scenic destinations.

March is one of the best months to travel across India. The winter chill begins to fade while the intense summer heat has not yet arrived, making the weather pleasant for sight-seeing and outdoor activities. From the Himalayan landscapes in the north to lush valleys in the northeast and scenic hill stations in the south, India offers diverse destinations perfect for a spring getaway. Here are five of the best places to visit in March.



ASSAM

Assam offers a perfect mix of wildlife, culture, and natural beauty. March is an ideal time to visit as the weather remains pleasant and wildlife sightings increase. One of the biggest attractions is Kaziranga National Park, famous for the endangered one-horned rhinoceros. Visitors can also explore Majuli, the world's largest river island, known for its unique monasteries and rich cultural traditions. The lush tea gardens and scenic Brahmaputra river cruises add to the experience, making Assam a fascinating destination for travelers interested in both nature and heritage.



TAMIL NADU

For travelers looking for a southern escape, Tamil Nadu offers beautiful hill stations, temples, and coastal landscapes. Places like Kodaikanal and Coonoor are especially pleasant in March, when the weather is cool and comfortable. Visitors can explore tea plantations, misty hills, waterfalls, and scenic lakes while enjoying the calm atmosphere before the peak summer season begins. Tamil Nadu is also rich in culture, with magnificent temples and traditional cuisine that provide an immersive travel experience.

UTTARAKHAND

Often called the "Land of the Gods," Uttarakhand is known for its spiritual centers and Himalayan landscapes. In March, destinations like Rishikesh and Mussoorie enjoy pleasant temperatures, making it perfect for adventure and sightseeing. Rishikesh is particularly popular for river rafting, yoga retreats, and the famous Ganga Aarti along the riverbanks. Adventure seekers can also explore trekking trails and scenic viewpoints across the state, while nature lovers can enjoy snow-covered peaks in higher altitudes.

SIKKIM

Nestled in the Eastern Himalayas, Sikkim is a paradise for mountain lovers. March marks the beginning of spring, when rhododendrons and orchids start blooming across the hills. The capital city Gangtok serves as a gateway to attractions like Tsomgo Lake and Nathula Pass, offering spectacular views of snow-capped mountains. Adventure enthusiasts can enjoy trekking, river rafting, and scenic drives through winding mountain roads. With its peaceful monasteries, vibrant culture, and breathtaking landscapes, Sikkim becomes even more magical during this season.

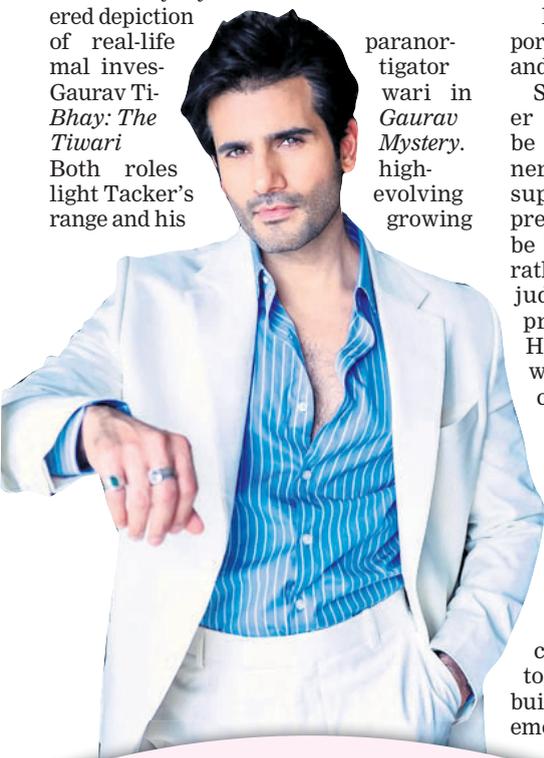
OP DESK



Fresh off a strong run on OTT platforms, Karan Tacker has been earning widespread appreciation for his recent performances. The actor impressed audiences with his razor-sharp portrayal of undercover agent Farooq Ali in *Special Ops Season 2* and his haunting, emotionally layered depiction of real-life paranormal investigator Gaurav Ti-Bhay: *The Tiwari*. Both roles light Tacker's range and his

Karan on men's mental health

paranor-tigatari wari in *Gaurav Mystery*, high-evolving growing



command over complex, character-driven narratives. Interestingly, this maturity in his on-screen choices is reflected in the clarity with which he now speaks about emotional well-being off-screen. Increasingly vocal about masculinity, vulnerability, and the emotional isolation many men experience, the actor recently shared his thoughts on the importance of meaningful friendships and honest conversations.

Speaking on a podcast, Tacker emphasised the need to be selective about one's inner circle. He noted that if supportive people are not present, it can sometimes be healthier to be alone rather than face constant judgement from those presumed to be close. He also questioned whether men truly encourage one another to talk openly about their emotions.

According to Tacker, change will come only when individuals take the first step toward vulnerability. When one person opens up, it creates space for others to do the same, gradually building a cycle of trust and emotional support.

AGENCIES



'Cinema is borderless'

Actress Malavika Mohanan recently shared her views on how cinema today is gradually moving beyond the limitations of language and region. *The Raja Saab* actor believes that strong storytelling and good projects naturally cross boundaries, reaching audiences everywhere.

Having worked across multiple industries, Malavika has built a diverse career in Tamil, Malayalam, Telugu, and Hindi cinema. She has collaborated with several prominent stars, including Vijay, Mohanlal, Prabhas, and Rajinikanth. Reflecting on her journey, the actress said she feels fortunate to be part of a phase in Indian cinema where language barriers are slowly fading. "Cinema today is truly borderless. If you're part of a good project today, it reaches everyone. Language is no longer a barrier," she said.

Malavika also spoke about the collaborative nature of filmmaking. According to her, every individual on a film set contributes to shaping the final outcome. She added that one of her favourite things on set is observing people and learning from them. She said this approach also reflects in her passion for photography, particularly wildlife photography, which she often shares on social media.

While acknowledging that not every film becomes a success, she believes such outcomes are part of the profession. On the work front, she was last seen in *The Raja Saab* with Prabhas. She is currently working on *Sardar 2* alongside Karthi.

AGENCIES

Sapthami calls out pap culture

Taking a firm stand against the circulation of non-consensual and inappropriately shot images, Kannada actor Sapthami Gowda has spoken out about a troubling pattern of objectification by paparazzi at public events. In a strong statement shared on Instagram, the actor called attention to videos and photographs captured from intrusive angles that focus on women's bodies rather than their work.

Her message quickly gained support online, with several members of the Kannada film fraternity, both men and women, amplifying her voice and backing the call for more respectful coverage. Sapthami wrote that such behaviour, often carried out by a few individuals, is "disrespectful and unacceptable." She stressed that actors attend events to represent their craft and contribution to cinema, not to be objectified through deliberate zoom-ins or suggestive framing.

In a recent interview, Sapthami explained that events often involve dozens of photographers and videographers filming continuously, usually without consent. Before actors can even review the footage, she said, it is already circulating online. Even when they request removal, the content may be archived and later resurfaced.

She emphasised that the issue affects many people across professions and age groups. According to her, exposure and visuals are sometimes manipulated to highlight unnecessary areas. With the hashtag #ActorsNotObjects, she urged collective action to uphold dignity and respect.

AGENCIES



Monster set to roar in Dussehra

Bhubaneswar: Young actor Aaditya Mohapatra is all set to thrill fans with his new action film *Monster*. Directed by Sudhanshu Mohan Sahoo, the movie will release during this Dussehra, promising a high-energy cinematic experience.

The team teased the film on social media with a gripping note: "Some battles need a hero. But when justice is pushed to the edge... a #MONSTER is born. This Dussehra 2026 - fear the rage in cinemas."

Aaditya, who debuted in 2024 with the romantic drama *I Love You 2*, is set to surprise audiences with a completely new, rugged avatar in *Monster*. The film is particularly special for him as he has also written the story and screenplay, making it a deeply personal project.

Sharing the screen with Aaditya is newcomer Dibyajyoti Tripathy, who plays the female lead. Currently filming in Bhubaneswar, *Monster* is reportedly raising the bar for Odia cinema with its cutting-edge production techniques. The team is using a robotic arm film camera—a first for the industry—to capture stylized, high-octane action sequences, promising a visual spectacle unlike anything seen before.

Produced by Debraj Bidhar under Gopinath Motion Pictures, the project went on floors in January and has been progressing steadily.

The makers are confident the film will redefine action cinema in the Odia film industry.

PNN



When money meets its match

Although the meaning of luxury varies from person to person, shaped by individual tastes and socio-economic backgrounds, it is often loosely associated with premium brands. Yet beyond this lies a rarefied realm of ultra-luxury, where exclusivity reigns supreme and price becomes utterly irrelevant



SHIVAJI MOHINTA

You have Rs 100 crore plus net worth. Buying a Dubai Home or Alibaugh Farm House, Porsche Car... Easy. But a Richard Mille wrist watch RM 52-05? Hermès Birkin? LaFerrari? Not at all easy. Why? True luxury segregates even the wealthiest!!

Although the definition of luxury varies from people to people as per the socio-economic strata (used interchangeably with premium brands) but there are a few ultra luxury brands where money simply does not matter. (Refer the table). The global ultra luxury market for personal goods (i.e. watches, handbags, apparels/ accessories) mainly comprising of French & Italian brands is supposed to be worth 400B\$. (Source Bain & Co).

The biggest of those in terms of personal luxury goods is LVMH which has a portfolio of 75+ brands. Luxury brands generally follow the contrarian marketing laws which we have not been taught in B-Schools. They defy the conventional practices of sales & distribution. According to Jean-Noel Kapferer, Author of the book Luxury Strategy, considered to be an authority in Luxury Marketing, states that Luxury brand has the following characteristics: -

- 1. Singularity:-** These brands control everything from production to consumption. Nothing is outsourced
- 2. Desirability:** They sell dreams & identity. They build immense desirability to own which signals exclusivity. "I own the Impossible" feeling.
- 3. Scarcity:** They do not meet demand by increasing production. They starve demand thru scarcity.
- 4. Heritage:** They are mostly family owned from generations. >100-year-old.



(LVMH 1854, Ferrari 1910; Hermes 1837). Strong brand lineage
5. Ultra-high price: Unlike conventional law of demand which slopes downward, luxury brands follow Veblen's Law*. (See Graph below). Higher the price; higher the desirability & demand
6. Immortal Quality: These brands are of exceptional artisanal quality.
7. High Resale: They have resale premiums which can vary from 2X to 10X of the original price

Here is how 3 luxury iconic brands make money irrelevant:

1. Richard Mille (RM)

What is unique? -Engineering extremism. The advanced materials like titanium, copper used for the wrist watch is the same used for rockets. Extremely light weight which can withstand shocks of 1000gms.



Dream or identity sold: F1 on your wrist not a watch
Scarcity: Production of only 50-500 pcs per series. Requires 4000 hours of design work.
Price: - Rs 5cr-50cr
The Barrier to own one: No stores. No website shopping; Owner introduction required. 2-3 Year waitlists.
Competitive Moat: Unattainable Specs. 500+ patents so impossible to copy, 12-18 months waiting time.
Who owns them: Tennis GOAT Nadal wears one while playing. In India only 12 owners reported
 How you can buy one? Invite only access. Fly to Geneva HQ for wrist fitting.

2. Hermès Birkin

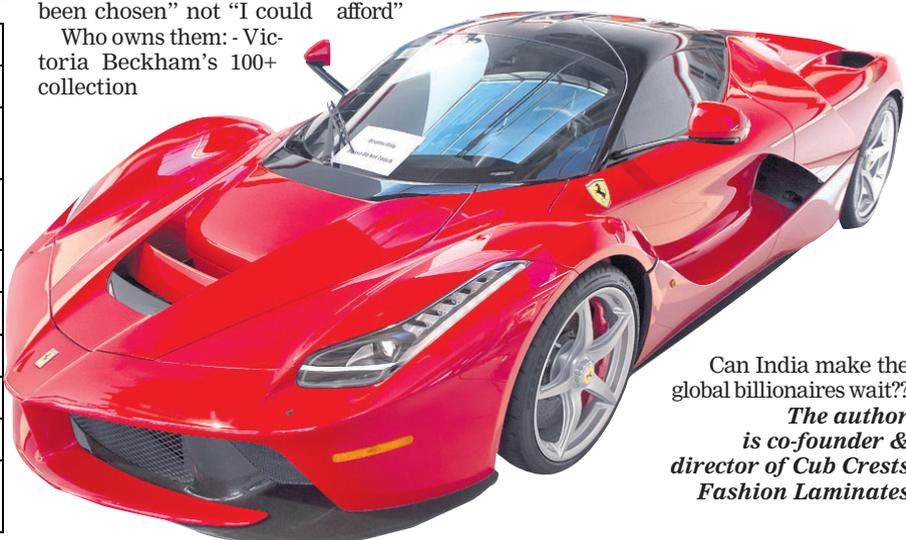
What is unique? The Hermès Birkin bags are hand crafted from exotic skins like alligator, ostrich even nilgai. The owners are a part of the unique cult.
Dream or identity sold: Ownership signals social exclusivity
Scarcity: Restricted production due to limited workshops. Artisanal scarcity
Price: -INR 20 Lakhs to 2Cr
The Barrier to own one: - No sales counter. Purchasing history required, Past relationship of buying other bags might qualify you as a buyer but not guaranteed
Competitive moat: Elite status of "I have been chosen" not "I could afford"
 Who owns them: - Victoria Beckham's 100+ collection

3. LaFerrari Supercar

What is unique? It is a signature limited edition. Ferrari allocates to loyalists, not bidders
Dream or identity sold: Prancing horse pedigree. Not wheels but immortality
Scarcity: Production of less than 40 units of La Ferrari
Price: INR 25 to 50 Cr+
The Barrier to own one: There is a 5-year loyalty test to buy this super car. 5yr FXX-K program is essential to qualify for allocation for a LaFerrari. Prospective owners are invited to Maranello in a private jet for delivery. (If you are not committed in annual track events, you get blacklisted for limited editions!)
Competitive moat: Ferrari pedigree
 Who owns them? - Globally around 490 units. Only 3 are reported to be in India. Ambani's, Lulu family might be having one but unverified.

Why India with 140 Cr population & a market 15B \$ is yet to have a global ultra luxury brand?

As stated earlier, luxury opposes volumes. In a corporate or scale obsessed culture, higher the production lesser is the desirability. Patience is the fuel to build luxury or iconic cult like brands. In Luxury you sell dreams & a identity, not a product. Volumes are severely restricted while prices are increased by 15-20%. Heritage plays a big role. The cult brands like Hermès, RM, Ferrari are family dynasties who preserves iron-clad rarity, unlike India's VC driven culture.
 India can produce global luxury brands but for that it requires decades of patience, be authentic & build heritage monopoly. Identity is most critical to strengthen the "Made in India" perception moat, like French or Italian brands who prides in their local production & authenticity. Early emerging signs are Sabyasachi bridal wear, Forest essentials, Tanishq Zoya & of course Taj, Oberoi in Hospitality sector which holds promise but iconic cult status is still some distance away.



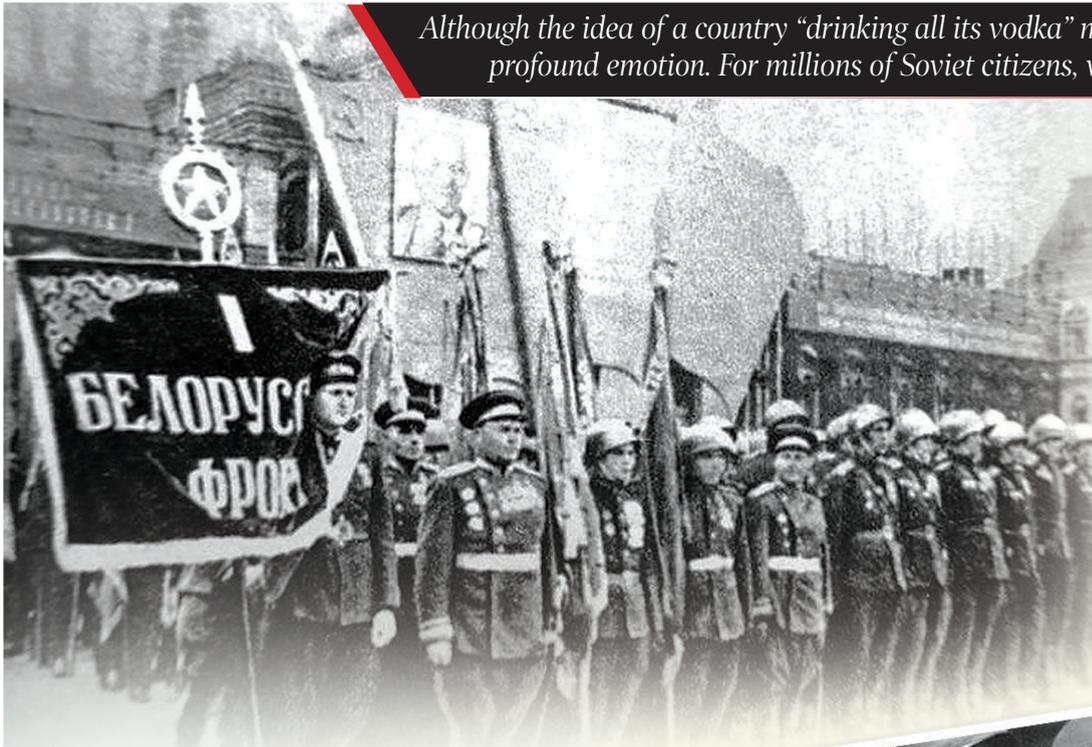
Can India make the global billionaires wait??
 The author is co-founder & director of Cub Crests Fashion Laminates

Luxury vs Premium Brands

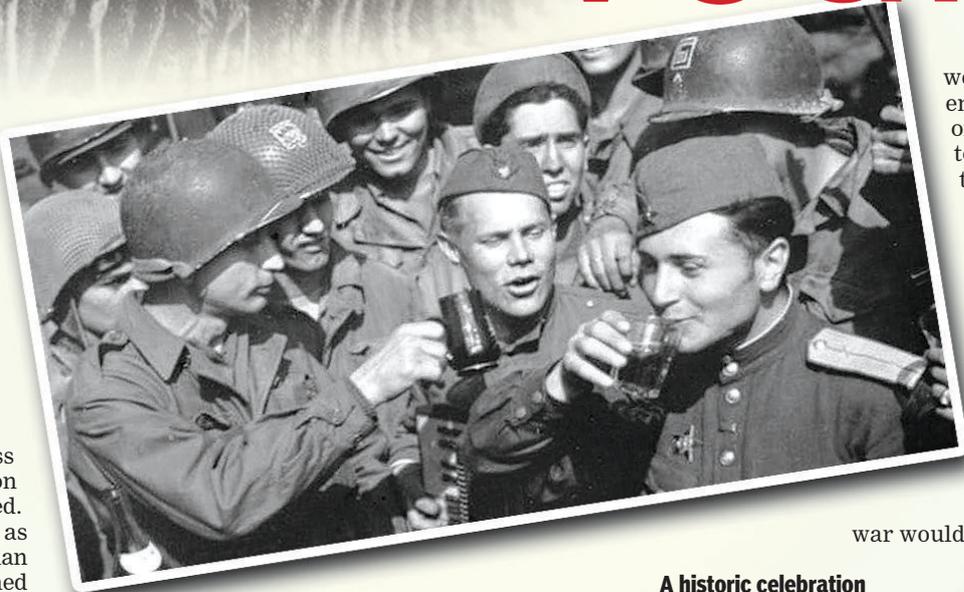
Aspects	Premium	Luxury
Sales Channel	Mostly Outsourced- Franchisee based outlets	Controls end to end
Supply	Meets Demand	Starves Demand thru Scarcity/Waitlists
Price	Value for Money	Veblen Effect*
Marketing	Sell Benefits	Sell Dream
Customer	Affluent Class	Elite Superfans
Advertising	Showcase the Product Specs	Evoke Dreams
Endorsement	Hires Celebrity	Celebrity wears one
Goal	Volume Growth & Satisfaction	Restricted Production with High Margins

Although the idea of a country "drinking all its vodka" may sound humorous today, the celebrations were rooted in profound emotion. For millions of Soviet citizens, victory meant survival after years of terror and destruction

The night Russia ran out of vodka



When World War II finally ended in Europe, few nations celebrated as passionately as the Soviet Union. After years of devastating conflict, suffering, and enormous human loss, the news of Nazi Germany's surrender sparked one of the most extraordinary celebrations in modern history. In fact, the nationwide festivities were so intense that within about 22 hours, vodka supplies in many places were reportedly exhausted as millions of Soviet citizens poured into the streets to celebrate victory.



were rooted in profound emotion. For millions of Soviet citizens, victory meant survival after years of terror and destruction. Families mourned loved ones even while celebrating peace. The collective drinking therefore carried symbolic meaning. People toasted to the soldiers who had fought, to the civilians who had endured hardship, and to the hope that such a devastating war would never happen again.

The moment the war ended

In the early hours of May 9, 1945, people across the Soviet Union heard a historic announcement on the radio: Nazi Germany had officially surrendered. The long and brutal conflict known in the USSR as the Great Patriotic War was finally over. Rather than waiting until morning, people immediately rushed into the streets, many still in their nightclothes, overwhelmed with joy and relief. The reaction was understandable. The Soviet Union had endured staggering losses during the war. Historians estimate that more than 26 million Soviet citizens died, including both soldiers and civilians. Entire cities had been destroyed, families had been torn apart, and millions had suffered unimaginable hardship. The news of victory therefore triggered a collective emotional release.

Street celebrations across the country

From Moscow to smaller towns across the vast Soviet territory, spontaneous celebrations erupted. People hugged strangers, sang patriotic songs, danced in public squares, and cried with relief and happiness. Fireworks and gun salutes filled the night sky as crowds gathered to commemorate the end of a conflict that had lasted nearly four years on the Eastern Front. Vodka quickly became the centerpiece of the celebrations. Deeply embedded in Russian culture and social traditions, vodka is often associated with communal toasts and important occasions. On that day, citizens drank not only to celebrate victory but also to remember those who had died during the war.

The Great Vodka shortage

The enthusiasm of the celebrations soon led to an unexpected problem. Within less than a day, stores in many places reportedly ran out of vodka. By the time Soviet leader Joseph Stalin delivered his victory speech about 22 hours after the celebrations began, much of the available vodka had already been consumed. Eyewitness accounts from the time illustrate the scale of the celebrations. One naval navigator later recalled that people drank "for the victory" and for those who had not lived to see the day. By May 10, he remembered, it was almost impossible to buy vodka in Moscow because "it was completely drunk."

Vodka during the war

Ironically, vodka had played an important role even during the war itself. Soviet soldiers were often issued a daily "commissar's ration" of about 100 grams of vodka, which was believed to help morale and provide warmth during harsh winter conditions. Despite shortages of food and other resources, vodka production never fully stopped. However, wartime conditions meant that supplies were limited. Grain and potatoes were needed primarily for food production, leaving less raw material available for distilling alcohol. This shortage likely contributed to how quickly the vodka supply disappeared during the celebrations.

A symbol of relief and survival

Although the idea of a country "drinking all its vodka" may sound humorous today, the celebrations

A historic celebration

Historians often view the post-victory celebrations as one of the largest spontaneous public celebrations of the twentieth century. Streets filled with music, dancing, and emotional reunions, while the vodka shortage became a memorable anecdote from that historic moment. In the end, the massive hangover that followed was a small price to pay for peace. The celebrations reflected the resilience of a population that had endured immense suffering yet still found a way to rejoice when the war finally ended. The story of the Soviet Union running out of vodka in less than a day remains a fascinating reminder of how deeply the end of World War II was felt. It was not just the conclusion of a military conflict, it was a moment when an entire nation released years of fear, grief, and exhaustion in a single, unforgettable celebration.

OP DESK

