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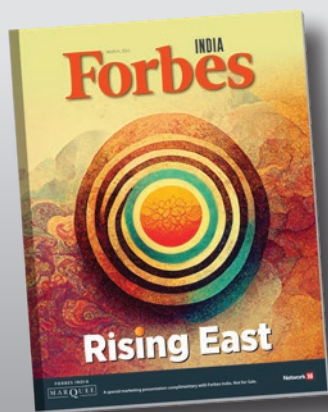
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Gioia



Overview



Eastern India is a kaleidoscope of diversity, boasting an array of natural landscapes, cultural traditions, and demographic dynamism. From the rolling hills of Arunachal Pradesh to the fertile plains of Assam, and from the ancient temples of Odisha to the vibrant festivals of Nagaland, the region offers a tapestry of experiences waiting to be explored. The mighty rivers, lush forests, and diverse ethnic communities paint a picture of unparalleled richness and vitality, making Eastern India a treasure trove of unique sights and sounds.

Embarking on our journey through the region felt akin to traversing a vast and diverse landscape, where every corner revealed a new facet of its essence. We ventured from the storied halls of legacy government institutions to the bustling corridors of healthcare facilities, encountering a mosaic of individuals and establishments along the way. Among them were not only renowned industry leaders but also the unsung heroes of healthcare, whose dedication illuminated the path toward progress. We witnessed the towering achievements of real estate magnates and the hospitality giants whose establishments stood as beacons of comfort and luxury. Moreover, our exploration led us to the hallowed grounds of exceptional educational institutions, where the seeds of knowledge were sown by visionary educators, and to the drawing boards of maverick architects, whose blueprints mapped out the future skyline with ingenuity and flair. Each encounter was a revelation, painting a vivid portrait of a region poised on the cusp of a radiant dawn.

The Srimandir Parikrama Project in Odisha symbolizes the state's dedication to preserving heritage and promoting religious tourism. This ambitious endeavor aims to enrich the pilgrimage journey around the revered Jagannath Temple, offering visitors from across the globe a glimpse into Odisha's cultural legacy. Concurrently, Nagaland is revolutionizing its agricultural sector through a renewed emphasis on cultivating indigenous coffee. By revitalizing traditional farming techniques and advocating sustainable cultivation methods, Nagaland is establishing itself as a key player in the global coffee industry.

Despite grappling with rugged terrain and occasional natural disasters, Eastern India remains a fertile ground for growth and development. Government initiatives and grassroots innovations are stirring a wave of change, promising a brighter future for the region's inhabitants. At Forbes, we understand the importance of spotlighting these stories of progress and transformation. It's our mission to amplify the voices of Eastern India's people, communities, and businesses ensuring their achievements receive the recognition they deserve as the region continues to evolve.

Overcoming the hard terrain, natural calamities, Eastern India is teeming with opportunities.

The stories of development and change in eastern India deserve attention and visibility. We at Forbes have always strived to bring stories of people and communities that are interesting and hold out hope. We survey the socio-economic landscape and bring forth the agents of change in the region.

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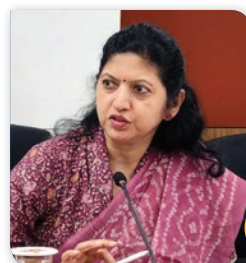
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A Journey of Spiritual Rediscovery: Unveiling the Srimandir Parikrama Project

Embark on a spiritual odyssey amidst the lush embrace of nature at the enchanting Srimandir Parikrama, where tradition meets conservation in a tapestry of divine serenity and architectural splendor.

Embracing Spiritual Serenity Amidst Natural Beauty

In the heart of Puri, amidst the bustling streets and ancient alleys, lies the enchanting Srimandir Parikrama, a testament to divine spirituality and architectural grandeur. Recently unveiled to the eager devotees on January 17, this heritage corridor project promises an immersive experience, blending aesthetic allure with eco-friendly sanctity. Spearheaded by Chief Minister Naveen Patnaik, the project's inauguration marked a significant milestone in preserving the essence of Jagannath culture while embracing environmental harmony.

Nature's Abundance: A Fragrant Oasis

As devotees traverse the Srimandir Parikrama, they're greeted by an enchanting tapestry of flora, meticulously curated to reflect the sacred ambiance of Jagannath culture. Within the 55-meter buffer zone, a verdant expanse of 19 meters beckons, adorned with over one lakh small and medium-sized plants, spanning 120 different species. From the aromatic allure of jasmine and basil to the vibrant hues of tagat and ixora, each plant whispers tales of devotion and reverence, enhancing the spiritual aura of the corridor. The gentle



rustle of leaves and the sweet fragrance of flowers create a harmonious symphony that resonates with the souls of pilgrims, inviting them to immerse themselves in the tranquil embrace of nature.

Honoring Tradition: The Significance of Tulsi

At the heart of this botanical symphony lies the revered Tulsi plant, an emblem of devotion deeply intertwined with the

rituals of Lord Jagannath. Revered for its sacred symbolism, Tulsi finds prominence in daily rituals, adorning the deity's garlands and enriching the Mahaprasad offerings. In homage to its sacred significance, the Parikrama project bestows special reverence upon Tulsi, ensuring its abundant presence along the corridor, symbolizing a harmonious blend of tradition and conservation. Devotees are encouraged to pause and offer prayers, connecting with the divine essence that permeates the air.

A Tapestry of Senses: Enchanting Middle-Sized Plantations

Venturing deeper into the corridor, devotees are enveloped by a lush sanctuary of middle-sized plants, weaving a narrative of heritage and natural splendor. From the golden champak's regal allure to the soothing embrace of neem, these botanical marvels evoke a sense of serenity, transporting pilgrims to a realm where spirituality intertwines with nature's bounty. The gentle sway of branches



and the dappling sunlight filtering through the foliage create a tranquil ambiance, inviting devotees to linger and reflect on the timeless beauty that surrounds them.

A Meticulous Endeavor: Curating Flora from Across Realms

The botanical tapestry adorning the Parikrama is a testament to meticulous curation, with plants sourced from diverse corners of the land. From the verdant landscapes of Andhra Pradesh to the cultural oasis of Kolkata, each specimen enriches the corridor with its unique essence, weaving a narrative of unity amid diversity. Gardeners and botanists have painstakingly selected and nurtured these plants, ensuring their adaptation to the local climate and soil conditions. Their dedication ensures that the corridor remains a vibrant testament to the rich biodiversity of the region, serving as a sanctuary for both flora and fauna alike.

Custodians of Greenery: Nurturing the Sacred Sanctuary

Behind the scenes, a dedicated team of over 150 gardeners and staff work tirelessly to nurture the greenery, ensuring the corridor remains a vibrant testament to conservation and spirituality. Their efforts serve as a beacon of devotion, ensuring that every leaf and petal thrives in harmony with its surroundings. From watering and pruning to pest control and soil management, these custodians of greenery labor with love and dedication, preserving the sanctity of the Parikrama for generations to come. Their unwavering commitment embodies the spirit of seva, or selfless service, reflecting the timeless values enshrined within the Jagannath tradition.

Echoes of History: The Magnificence of Jagannath Temple

Nestled along the sea-shores of Puri, the Jagannath Temple stands as a timeless testament to devotion and architectural grandeur. Steeped in over a millennium of history, the temple's sacred precincts have witnessed the rise and fall of empires, yet endure as a beacon of spiritual enlightenment. From the majestic spires to the intricate carvings adorning its walls, every facet of the temple reflects the ingenuity and reverence of its creators. Pilgrims flock from far and wide to seek blessings within its hallowed halls, drawn by the allure of divine grace and eternal salvation.

Preserving Heritage: The Legacy of Nabakalebara

At the heart of Jagannath tradition lies the sacred ritual of Nabakalebara, a



“ Under the visionary leadership of Chief Minister Naveen Patnaik, architect Bhabani Shankar Mishra undertakes a monumental task, restoring 17 mutts and three temples to their former glory. These sacred edifices, steeped in history and tradition, serve as pillars of spiritual enlightenment, nurturing the souls of pilgrims and devotees with their timeless wisdom and divine grace. ”

cyclical renewal of the deity's wooden idols. This timeless tradition, spanning centuries, embodies the essence of spiritual rejuvenation, ensuring that the divine connection with devotees remains eternal. The elaborate ceremonies and rituals associated with Nabakalebara serve as a testament to the enduring legacy of Jagannath culture, preserving its rich heritage for future generations to cherish and uphold.

Challenges and Triumphs: A Testament to Resilience

Throughout its storied history, the Jagannath Temple has weathered countless trials, from invasions to plundering. Yet, with unwavering devotion, each challenge has been met with resilience, as the temple emerges stronger, embodying the indomitable spirit of faith and perseverance. From the ashes of destruction, it rises anew, a testament to the unwavering resolve of its devotees and the divine grace of Lord Jagannath.

Cultural Reverberations: The Global Appeal of Jagannath Tradition

Beyond its sacred precincts, the Jagannath Temple's cultural resonance reverberates

across the globe, captivating scholars and devotees alike. Its unique architecture, rich history, and vibrant rituals serve as a testament to the enduring legacy of Hindu spirituality. From academic symposiums to cultural festivals, the Jagannath tradition continues to inspire awe and reverence, fostering a sense of unity and fraternity among devotees of all backgrounds.

A Vision of Restoration: The Renaissance of Mutts and Temples

In a bid to preserve the temple's cultural heritage, the Parikrama project extends its embrace to the surrounding mutts and temples. Under the visionary leadership of Chief Minister Naveen Patnaik, architect Bhabani Shankar Mishra undertakes a monumental task, restoring 17 mutts and three temples to their former glory. These sacred edifices, steeped in history and tradition, serve as pillars of spiritual enlightenment, nurturing the souls of pilgrims and devotees with their timeless wisdom and divine grace.

Reviving Tradition: The Splendor of Pattachitra Art

Among the project's crowning achievements lies the transformation of a historic water storage tank into a canvas of cultural splendor. Adorned with intricate pattachitra art depicting the legendary tale of Kanchi Abhiyan, the tank stands as a testament to Odisha's rich artistic heritage. Crafted by the skilled hands of local artisans, the vibrant hues and intricate details breathe new life into age-old legends, captivating the hearts of pilgrims and visitors alike.

A Journey of Devotion and Discovery

As the sun sets on the sacred precincts of Puri, the Srimandir Parikrama stands as a testament to the enduring legacy of Jagannath culture. Through its verdant corridors and storied halls, pilgrims embark on a journey of spiritual rediscovery, guided by the timeless wisdom of tradition and the eternal grace of Lord Jagannath. In every leaf, in every stone, echoes the divine presence, beckoning devotees to immerse themselves in the boundless ocean of devotion and discovery. ●



Cosmic Birla Group: Forging Legacies, Powering Futures



Aditya Vikram Birla

The Cosmic Birla Group, a distinguished name in the eastern Indian business community, has carved a remarkable path over the years. Renowned for their unwavering commitment to innovation, growth, and excellence, they stand tall as a leader in engineering and manufacturing.

From Humble Beginnings to Pioneering Solutions

The Cosmic Birla Group's story began five decades ago with a singular focus: engineering products and components. Over the years, their dedication to innovation and excellence propelled them into a diversified entity, leaving an undeniable mark on the industry. This journey, led by the visionary leadership of Aditya Vikram Birla, the Chairman and Managing Director, is characterized by pioneering solutions, strategic expansion, and a steadfast commitment to building a better tomorrow.

A Legacy of Pioneering Solutions and Diversified Growth

The Group's journey started with a small engineering unit by the name of Cosmic Engineers laying the foundation for their future success in engineering and manufacturing. Their flagship project, Cosmic CRF (at Singur, West Bengal), offers a diverse range of products and is proudly a publicly listed entity on the Bombay Stock Exchange (BSE). Their strategic expansion encompasses sister companies like AVB Entech, Comet Technocom, Prilika Enterprise, and Asansol Steel, each contributing to their diversified portfolio. Additionally, Cosmic EV Ltd and Cosmic Utkal Rail Ltd showcase their commitment to growth and diversification across various sectors, positioning themselves for a dynamic future.

Aditya Vikram Birla: Leading the Charge

Under the astute guidance of the Chairman cum Managing Director Aditya Vikram Birla, the Cosmic Birla Group has scaled new heights. His strategic vision

From innovation-driven beginnings, the Cosmic Birla Group has grown into a leading Eastern Indian engineering force. Celebrating 50 years, their commitment to excellence and sustainability shapes diverse products, empowers industries, and builds a better future.

has transformed them into a distinguished entity specializing in cold rolled forming and engineering, consistently exceeding expectations and setting industry benchmarks.

A Diverse Product Portfolio: Catering to Evolving Needs

From cold rolled formed sections and engineering items to products in sectors like electrical transmission, defense, and real estate, the Cosmic Birla Group boasts a comprehensive product portfolio. Their significant contributions to wagon producers and their unwavering dedication to quality and excellence have cemented their position as a force to be reckoned with in the engineering and manufacturing sector.

Celebrating Milestones: Recognition and Growth

In June 2023, Cosmic CRF achieved a significant milestone by being listed on the Bombay Stock Exchange (BSE), a testament to their commitment to growth and stability. Additionally, their recognition as an approved vendor by the Research Designs and Standards Organisation (RDSO) further emphasizes their adherence to industry standards and quality control measures. Notably, their recent acquisition of N S Engineering Projects Pvt Ltd through the NCLT is poised to propel them to the top, making them the biggest cold rolled formed products manufacturer in the world.

A Mission-Driven Approach: Shaping a Better Tomorrow

At the core of the Cosmic Birla Group's mission lies the unwavering commitment to delivering cutting-edge engineering solutions and fostering exceptional developments that positively impact industries and communities. Through a steadfast dedication to innovation, quality, and sustainable practices, the group strives to shape a better tomorrow. Their commitment to excellence leaves an indelible mark on the landscape of engineering, while paving the way for a more sustainable and prosperous future.

The Power of Symbolism: The Cosmic Birla Group Logo

Inspired by the Pillars of Infinity, the Cosmic Birla Group's logo symbolizes the past, present, and future of the company. Each pillar represents a distinct aspect: legacy, present strength, and future innovations like electric vehicles. The sophisticated color palette, featuring blues, yellows, oranges, and a graphite color, reflects strength, innovation, and the enduring legacy they have built in the steel industry.

A Vision for a Brighter Future

Aiming to be a trailblazer in engineering excellence, the Cosmic Birla Group envisions a future where advancements drive sustainable growth, elevate living standards, and create lasting legacies. This forward-thinking approach embodies their unwavering commitment to progress and positive change. Their tagline, "Forging Legacies, Powering Futures," embodies this commitment to excellence, innovation, and shaping a better tomorrow.

Aditya Vikram Birla was recently invited to the "India Conference at Harvard 2024" at Harvard Business School for a fire side chat on "Transforming a Legacy Business into an Innovative Powerhouse" and it was moderated by Sanjay Aggarwal, Partner, Finhive LLC. ●





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THRILL OF 95 OCTANE.
TRULY PREMIUM.***

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Reduced emissions

Superior performance

Improves engine efficiency



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Healing Odyssey: The Ashwini Group's Journey to Healthcare Excellence



Dr. Maya Gantayet; Dr. Subrat Kumar Jena

The Genesis of Ashwini Group

Access to quality healthcare facilities is paramount for the overall well-being and development of any nation, and India is no exception. However, Odisha has long grappled with inadequate healthcare infrastructure compared to its more prosperous counterparts across the country. In response to this pressing need, two local doctors, who had honed their skills in some of India's premier medical institutions, felt compelled to take action. Beginning with a modest 50-bed hospital and fueled by lofty aspirations, their initiative has blossomed into the expansive Ashwini Group, now one of Odisha's largest healthcare networks, with a footprint extending across multiple cities. The narrative of the Ashwini Group is not just a tale of growth and success but also a testament to the dedication and vision of its founders, Dr. Maya Gantayet and Dr. Subrat Kumar Jena.

Both Dr. Gantayet, a Neurologist holding a DM in Neurology from the esteemed NIMHANS Institute in Bangalore, and Dr. Jena, an MCh in Plastic Surgery from Benares Hindu University in Varanasi, deliberately chose to come back to Odisha following their comprehensive education. Rather than seeking opportunities abroad, a common practice during that period, they were driven by a sense of duty to their home state. Their professional odyssey commenced in 1986 when they joined S.C.B. Medical College in Cuttack as faculty members, focusing on Neurology and Plastic Surgery, respectively.

Pioneering Healthcare Expansion in 1980s Odisha

In the 1980s, Odisha's healthcare landscape was limited, with only three medical colleges and a dearth of private

Inspired by a vision for equitable healthcare, two local doctors in Odisha established the Ashwini Group, now a leading healthcare network, spanning cities, and earning acclaim for pandemic response and educational advancements.

corporate hospitals. However, this didn't deter two local doctors from establishing a 25-bed unit in Cuttack, providing specialized services in Neurology and Plastic Surgery. The overwhelming demand propelled them to expand, culminating in the founding of Ashwini Hospital, a full-fledged facility with 50 beds in Cuttack's CDA area. Named after the Ashwini Kumaras, twin gods revered for healing and medicine in Indian mythology, Ashwini Hospital commenced its journey in 2006. Since then, it has evolved into a formidable network of hospitals spanning Bhubaneswar and Cuttack, totaling 500 beds. Spearheaded by three key establishments—Ashwini Hospital (Cuttack), Ashwini Trauma Centre (Cuttack), and Aditya Ashwini Hospital (Bhubaneswar)—the Ashwini brand has become synonymous with integrity, top-notch quality, and advanced patient care in Odisha. This remarkable achievement is a testament to the founders' unwavering dedication and the collective expertise of their healthcare team, underpinned by a culture of academic excellence and clinical proficiency.

Pandemic Response and Educational Advancements

Ashwini Hospital in Cuttack etched its name in history by becoming the first hospital in Odisha to open its doors to COVID-19 patients willingly, devoting its entire facility to their care. Amidst the pandemic, the Ashwini Group extended its reach, operating four hospitals across Odisha and providing nearly 800 beds specifically for COVID-19 patients. This altruistic endeavor earned accolades from esteemed figures, including the Chief Minister of Odisha and the World Health Organization.

Demonstrating an unwavering commitment to excellence and education, all hospitals under the Ashwini Group boast NABH accreditation. In a significant milestone in 2021, Ashwini Hospital secured accreditation for specialized programs such as Orthopaedics, Respiratory Medicine, Emergency Medicine, Neurology, Neurosurgery, and Plastic Surgery from the National Board of Examination in Medical Sciences. Additionally, in 2015, the group broadened its horizons by establishing a School and College of Nursing, offering comprehensive programs in GNM Nursing, BSc Nursing, and Post Basic BSc Nursing. The group continues to innovate and diversify, venturing into allied healthcare sectors, exemplified by the introduction of a chain of pharmacies under the distinguished "Ashwini's Pharmacy" banner.

As the Ashwini Group ventures into its next stage of expansion, we offer our heartfelt best wishes and eagerly look forward to witnessing the fulfillment of their national aspirations. ●



Navigating Growth: Dr. CS Mamta Binani's Vision for MSMEs in East India



Dr. CS Mamta Binani

Embarking on a transformative journey, Dr. CS Mamta Binani, a distinguished practitioner, is leading the charge in nurturing a thriving ecosystem for the MSME sector in the Eastern Region. As the esteemed President of both MSME DF West Bengal and the Asian African Chamber of Commerce-Eastern Region, she is at the forefront of initiatives aimed at empowering micro, small, and medium enterprises. With her visionary approach and unwavering dedication, Dr. Binani offers invaluable insights into the sector's promising prospects within the region. Insights gleaned from her interview underscore her unwavering passion and dedication to driving growth and innovation within this pivotal industry.

Q What are the primary drivers behind the burgeoning MSME sector in East India?

A The growth of the MSME sector in East India is propelled by a multitude of factors, including government initiatives such as Make in India, Startup India, and Digital India, which aim to bolster support for micro, small, and medium enterprises. Moreover, improved access to finance, skill development programs, infrastructural enhancements, and the escalating demand for goods and services in the region are also pivotal contributors to the sector's expansion.

Dr. CS Mamta Binani, leading initiatives in East India's MSME sector, discusses drivers, obstacles, and collaborations, highlighting the transformative impact of technological advancements and SME IPOs on growth.

Q What are the main obstacles encountered by MSMEs in East India, and how can they be surmounted to accelerate growth?

A MSMEs in East India confront a myriad of challenges hindering their progress and advancement. Among these hurdles are the burdensome regulatory compliance, restricted market access, and talent acquisition difficulties. To catalyze the growth of MSMEs in East India, it is imperative for key stakeholders, including industry bodies involved in marketing and regulatory affairs, to collaborate and devise strategic solutions aimed at mitigating these challenges.

Q How has your organization specifically contributed to fostering the MSME ecosystem in the region?

A Our organization has played a proactive role in bolstering the MSME sector in East India. Through a continuous effort, we curate and host interactive sessions with sector stakeholders and experts to raise awareness on various pertinent issues. Additionally, we engage in constructive dialogues with state governments regarding matters pertaining to development. Collaborating with key industry bodies such as NSE & BSE, we organize conclaves to underscore the significance of SME IPOs. While we take pride in our accomplishments, we acknowledge that there is still much to be done, particularly in providing support to Micro & Small manufacturing Enterprises grappling with compliance issues and unaware of growth opportunities.

Q How will technological advancements and digitalization impact the growth and competitiveness of MSMEs in East India?

A Technological advancements and digitalization are poised to significantly transform the growth trajectory and competitive landscape of MSMEs in East India. These advancements will empower MSMEs to enhance operational efficiency, reduce costs, and broaden their customer base through e-commerce platforms. Moreover, embracing digital technologies will enable MSMEs to augment product quality and streamline business processes, thereby ensuring their competitiveness in the market and enabling adaptation to evolving consumer preferences.

Q With SME IPOs gaining prominence, are they truly instrumental in accelerating the sector's growth?

A SME IPOs (Initial Public Offerings) indeed hold the potential to expedite the growth of MSMEs by providing access to capital markets for fundraising, bolstering visibility and credibility, and facilitating business expansion. However, MSMEs contemplating an IPO must prudently evaluate the associated costs, regulatory requirements, and prevailing market conditions to ensure a successful outcome.

Q How can collaboration among MSMEs, academia, and research institutions drive innovation and growth in the sector in East India?

A Collaboration among MSMEs, academia, and research institutions can serve as a catalyst for innovation and growth within the MSME sector in East India. Through synergistic efforts, MSMEs can leverage academic expertise, research findings, and cutting-edge technologies. Simultaneously, academia and research institutions can gain valuable insights into industry needs, fostering entrepreneurship and innovation. Joint initiatives such as research projects, technology transfer agreements, and skill development programs are instrumental in nurturing a conducive environment for MSME growth through collaborative endeavors. ●

Balancing Brilliance: Navigating Academia, Artistry, and Business - A Conversation with Dr. Tanaya Devi



Dr. Tanaya Devi

Q Can you walk us through your academic journey, from excelling at Lady Shri Ram College to conducting groundbreaking research at Harvard University?

A Hailing from a family of doctors in Cuttack, Odisha, my journey began at St. Joseph's Girls' High School, where I excelled as a house leader, school captain, and top-performing student. My academic journey has been a fulfilling one, starting with my undergraduate studies at Lady Shri Ram College, where I earned top honors in Economics and received prestigious awards like "The Ranade Prize" and the "Saroj Gupta Memorial Scholarship."

Building on this foundation, I pursued further education at the London School of Economics and Cambridge University, obtaining Masters degrees. At Harvard University, I delved into research on inequalities by ethnicity and gender, earning my PhD and contributing to impactful studies recognized even at the highest levels of government. Today, I lead as a Partner and Data Science Lead at Equal Opportunity Ventures, while co-founding Sigma Squared, a startup tackling bias in workplaces.

Embark on an inspiring journey with Dr. Tanaya Devi, Partner and Data Science Lead at Equal Opportunity Ventures, and co-founder of Sigma Squared, as she shares her remarkable odyssey from Odisha to distant horizons, unveiling the myriad of professional and personal triumphs woven into her path.

Q Could you share your experiences balancing your academic pursuits with your passion for Odissi Dance, and how it has influenced your journey?

A Embarking on the path of Odissi Dance has been a remarkable journey intertwined with my academic endeavors. The stages I graced across India and abroad, under the tutelage of eminent gurus like Padmavibhusan Kelucharan Mohapatra and Padmashri Madhavi Mudgal, became my canvas for artistic expression. It wasn't just about mastering intricate steps; it taught me discipline, dedication, and the profound significance of artistic expression. This harmonious blend of academics and dance enriched my path, instilling in me invaluable lessons in time management, resilience, and the beauty of embracing diverse passions. It's a testament to the transformative power of following one's heart while navigating the academic rigors of life.

Q In your view, what embodies the essence of a woman achiever?

A From my experiences observing remarkable women, I've come to see that the essence of a woman achiever lies in her unwavering commitment to excellence, coupled with humility and empathy. Regardless of their roles or backgrounds, these women exhibit a clear vision and determination in pursuing their goals, effectively balancing various responsibilities and societal expectations. Moreover, they lead with empathy, fostering environments of respect and collaboration, which ultimately drive their teams towards success.

Q What notable achievements have marked your journey in 2023?

A In 2023, I experienced significant milestones in both my professional and entrepreneurial endeavors. Joining Equal Opportunity Ventures as a Principal in 2022, I swiftly ascended to Partner within just over a year. Currently, I lead a team of data scientists, leveraging our Harvard-honed expertise to empower our portfolio companies with data-driven insights for strategic decision-making. Additionally, as the co-founder and Head of Analytics at Sigma Squared, a human resource analytics firm I established with my esteemed Harvard professor, we achieved remarkable success within a year of inception. Sigma Squared onboarded several Fortune 500 companies as clients and is poised to achieve \$1 million in revenue, underscoring our commitment to revolutionizing HR analytics and fostering inclusive workplaces.

Q What's your key to success that women can draw inspiration from?

A In my journey, unwavering focus and relentless effort have been my steadfast allies. Despite facing numerous challenges – from language barriers to feeling inadequate among peers – I've overcome doubts by channeling all my energy into my goals. But it's not just about focus; it's the dedication to hard work, late nights, early mornings, resilience, and refusal to succumb to setbacks that have turned my visions into reality. These qualities serve as the cornerstone of my success and can inspire women to pursue their dreams with unwavering determination. ●



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ENERGY: Now AND Next

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Vashisht Bhatia and Diksha Bhatia, the mother-son duo behind Gioia Luxury Fashion House

Gioia, an Italian word meaning "joy," is not just a name for this luxury fashion house, it's their mission statement. Founded by a couple with a deep understanding of leather goods and a desire to create meaningful connections, Gioia aspires to weave happiness into every stitch of their exquisite handbags.

The Co-Founders: A Legacy of Quality

Vashisht Bhatia and Diksha Bhatia, the mother-son duo behind Gioia Luxury Fashion House, bring a rich blend of expertise and a mutual commitment to excellence. Vashisht embarked on his journey with a robust grounding in business studies at New York University's Stern School of Business, where he graduated with distinction in 2018. He swiftly ascended to the role of Vice President of Development at the family business, D2 International Private Limited, showcasing his astute strategic acumen and penchant for innovation.

Diksha, with her diverse academic background in mathematics and computers from Miranda House, Delhi, coupled with a passion for design evidenced by her completion of a course in footwear design from Ars Sutoria Milan in 2015, brings a unique blend of problem-solving prowess and analytical thinking. Since 1994, she has played a pivotal role in shaping the vision of D2 International as its Director. Together, as a mother-son team, their complementary skill sets and shared dedication lay the groundwork for Gioia's triumphs. As co-founders, they propel the brand forward with their ethos of spreading joy through timeless fashion.

A Brand Born from Reflection

The global pandemic, like for many, served as a catalyst for introspection for the founders. Realigning with what truly mattered, they identified happiness as a cornerstone of a fulfilling life, nurtured by cherished relationships. This realization sparked a desire to translate this joy into a tangible experience. Having spent three decades crafting leather goods for

Gioia: Spreading Happiness Through Timeless Luxury

Gioia Luxury Fashion House embodies the essence of joy in every stitch. Founded by a dynamic duo with a passion for craftsmanship, Gioia's timeless handbags celebrate life's moments and spread happiness with every carry.

renowned luxury brands, they witnessed firsthand the transformative power a well-crafted handbag can have. Witnessing the joy radiating from people carrying their creations fueled their vision for Gioia.

Timeless Design, Crafted with Care

Gioia's core philosophy revolves around creating timeless pieces that celebrate enduring relationships. Their collections are designed to last, becoming cherished companions on life's journey. This commitment to quality is evident in their sourcing and production processes. They collaborate with Leather Working Group certified tanneries, ensuring not only high-quality materials but also responsible sourcing. Their skilled artisans, many of whom have been with them since the inception of their parent company, translate these materials into exquisite handbags that embody timeless elegance.

Gioia's Unique Selling Point: A Celebration of People and Craft



Gioia is more than a luxury brand; it's a movement. They are weaving a narrative of joy, quality, and ethical practices, one exquisite handbag at a time. Their journey has just begun, and with their focus on spreading happiness...

At the heart of Gioia lies a profound commitment to spreading joy and honoring the often-overlooked artisans of the fashion world, particularly those from India. With decades of experience crafting for prestigious luxury brands, the founders have cultivated invaluable relationships with vendors and technicians, enabling access to premium materials and ensuring impeccable craftsmanship in every piece. Through Gioia, they strive to redefine the narrative surrounding "Made in India," shedding light on the extraordinary talent and dedication of their artisan workforce. Currently gracing Kolkata Airport Departure, Mumbai's Phoenix Marketcity-Kurla, and Bengaluru's Mall of Asia, Gioia's journey is far from over as they set their sights on expanding their offline presence to major cities, spreading their message of joy and celebrating the artistry of Indian craftsmanship.

Happiness Beyond the Product: A Commitment to Sustainability and Ethics

Gioia understands that true happiness extends beyond material possessions. Their commitment to sustainability is reflected in their use of responsibly sourced leather, a by-product of other industries, and FSC certified packaging materials. Furthermore, they prioritize ethical practices. Their Sedex-certified factories ensure fair working conditions for their artisans, fostering a work environment that allows them to thrive.

Gioia is more than a luxury brand; it's a movement. They are weaving a narrative of joy, quality, and ethical practices, one exquisite handbag at a time. Their journey has just begun, and with their focus on spreading happiness and celebrating human connection, Gioia promises to be a brand that leaves a lasting impression. •

Reshaping Healthcare: The Visionary Leadership of Dr. S. K. Dash at Kalinga Hospital

Dr. S. K. Dash's transformative leadership at Kalinga Hospital embodies a vision for excellence in healthcare, education, and philanthropy, promising a brighter future for Odisha and beyond.

Amidst the picturesque vistas of Odisha lies Kalinga Hospital, where the echoes of transformation resonate under the dynamic stewardship of Dr. Sita Kantha Dash. Driven by the profound belief that "We don't rebuild to recreate the past; we rebuild to create a brighter future," Dr. Dash's leadership heralds a new era for this institution.

As a scientist, entrepreneur, and philanthropist, he embarks on a mission to breathe new life into Kalinga Hospital, revitalizing it to reclaim its position as Odisha's premier corporate healthcare establishment. With a blend of foresight, dedication, and relentless determination, Dr. Dash envisions a future where Kalinga Hospital shines once again, akin to its illustrious stature of three decades past. But this journey is not merely about resurrecting the glory days; it's about charting a course towards unparalleled excellence and accessibility in healthcare for all.

A Journey of Education, Innovation, and Leadership

Embarking from a humble village in Odisha to earning global acclaim, Dr. S. K. Dash's personal odyssey stands as a testament to the profound impact of education, innovation, and compassionate leadership. His educational voyage began with a Ph.D. in nutrition and biochemistry at South Dakota State University in 1973, paving the way for further academic prowess. Subsequently, he attained a Doctor of Science degree in probiotic research from Utkal University in India, solidifying his expertise in the field. Through diligence and a thirst for knowledge, Dr. Dash exemplifies how one individual's journey can inspire generations and transform lives on a global scale.



Dr. S. K. Dash

Renewing Hope

Kalinga Hospital Limited oversees admissions, academic regulations, exams, and activities to maintain high standards of medical and nursing education, with the postgraduate medical science course currently in its early stages. Collaborating with the Rotary Club, Kalinga Hospital Limited (KHL) has initiated a campaign to offer medical services and raise awareness through a mobile cancer screening van in Odisha. Dr. Dash's dedicated efforts to restore faith in Kalinga Hospital have yielded promising results, underscoring his commitment to affordable healthcare for all Odisha residents, thereby fostering a healthier and more equitable society.

Cultivating Knowledge and Innovation Across Borders

Throughout his distinguished career, Dr. Dash has made significant contributions to education and research. Renowned for his pioneering work, he authored influential publications like "The Consumer's Guide to Probiotics" and "Health Benefits of Probiotics," shaping the discourse on

probiotic research. As an adjunct professor at esteemed institutions such as Minnesota State University and South Dakota State University, he not only shared knowledge but also mentored the next generation of healthcare leaders, instilling in them a drive for excellence. Driven by an unwavering commitment to knowledge advancement, he established the Dr. S. K. Dash Probiotic and Prebiotic Innovation Centre for Excellence and Endowed Professorship, transcending geographical boundaries. This visionary initiative, housed at prestigious institutions like the Indian Institute of Technology, Bhubaneswar, and South Dakota State University, fosters groundbreaking research and shapes the future of global healthcare.

Championing Philanthropy and Societal Welfare

Dr. Dash, an active philanthropist, has significantly contributed to the establishment of universities, hospitals, schools, and orphanages globally. As the Chairman and Chancellor of Jagadguru Kripalu University (JKU), he envisions it as a center for top-tier education, offering students opportunities to forge successful careers and emerge as global leaders. "The true measure of success is not wealth, but the positive impact we leave on the world," affirms Dr. Dash. His commitment to societal welfare is epitomized in the resurgence of Kalinga Hospital, showcasing the transformative influence an individual can wield on an institution and its beneficiaries. A devoted native of Odisha, Dr. Dash steadfastly reinforces the state's healthcare infrastructure, leaving behind a legacy of progress and resilience that illuminates the path to enhanced healthcare for the people of Odisha and beyond. ●



Unveiling Nagaland's Development Journey: Insights from IDAN Chairman Abu Metha



Mr. Abu Metha, Chairman, Investment & Development Authority Nagaland (IDAN)

In recent years, Nagaland has become a vibrant hub of creativity, innovation, and enterprise, poised to contribute significantly to India's economic growth. Spearheading this transformation is Nagaland's Hon'ble Chief Minister, Shri Neiphiu Rio, fostering a stable socio-economic climate.

development in Nagaland, particularly highlighting key initiatives undertaken in 2023?

A Guided by the Hon'ble Chief Minister, Mr. Neiphiu Rio, and his aspiration to make Nagaland a prospective investment destination, IDAN was established with the vision of transforming Nagaland into an attractive investment destination and fostering socio-economic development, focuses on identifying growth sectors, facilitating investment projects, and creating a conducive business environment. In 2023, IDAN spearheaded impactful initiatives, including coordinating the G20-B20 Meeting and the NorthEast Global Investors Summit, resulting in significant business interests and MoU signings. Additionally, IDAN facilitated roundtable discussions with the German and Korean business delegations, further enhancing collaboration and exploring investment opportunities. Most importantly we are also engaging and collaborating with local stakeholders, business organisations and entrepreneurship groups so that we move forward in a collective manner as one team Nagaland.

Q What strategies does IDAN employ to engage at the national and international level to attract investments to Nagaland?

A National and International partnerships are vital for Nagaland's progress, and IDAN actively collaborates with stakeholders across the globe. We've partnered with organizations like Japan, Germany, Korea, and agencies from the middle east, amongst a host of other agencies to explore investment and skill development opportunities. Our partnerships with Invest India, FICCI and CII gives us the leverage for collaborations, fostering knowledge exchange, technology transfer, and foreign investment, bolstering Nagaland's position as a regional investment hub. And in all these processes we have always keep the local stakeholders in the forefront of the deliberations and initiatives.

Q How does policy intervention contribute to promoting investment and development in Nagaland, and what is IDAN's role in this?

A Policy intervention is crucial for fostering an investment-friendly environment. IDAN has played a pivotal role in formulating key policies like the Nagaland Trade, Investment and Industrial Policy, State Logistics Policy, and Start Up Policy. These initiatives streamline processes, minimize bureaucratic obstacles, and offer incentives to investors. By advocating for policy reforms, IDAN aims to cultivate a business-friendly ecosystem that attracts investments and fosters sustainable development in Nagaland. Ensuring ease of doing business, removing red tape, guaranteeing minimum standards and best practises are just some of the core values we constantly try to achieve and maintain.

Nagaland, located in the eastern border of India and the senior most state in the north east after Assam is witnessing a positive environment of growth, especially in the investment sector. The Investment & Development Authority of Nagaland (IDAN), a special purpose vehicle, instituted by the Government of Nagaland, specially dedicated to investments and development projects is taking up several initiatives to change the Nagaland narrative. Nagaland has emerged as a prospective investment destination with a bustling environment filled with excitement and enthusiasm. IDAN is forging the way in Nagaland's journey of growth and transformation under the dynamic Chairmanship of Mr. Abu Metha. Ever since he took up the responsibility of IDAN's chairmanship, he has constantly pushed the envelope and operated with refreshing energy with a focus on catalyzing investment and fostering grassroots development. IDAN has also broken barriers, reached out to corporate houses and contributed towards ease of doing business by bridging the gaps between government agencies and liaising with investment stakeholders. Notable events like the CSR, Investment, and Banking Conclave 2022 and the G20/B20 Nagaland Summit have thrust Nagaland onto the global stage. Join us as we delve into an enlightening interview exchange with Chairman Shri Abu Metha, uncovering the exciting journey of growth and promise unfolding in Nagaland.

Q Mr. Metha, as Chairman of the Investment and Development Authority of Nagaland (IDAN), could you provide an overview of IDAN's initiatives aimed at promoting investment and

Q How does IDAN ensure the inclusion of marginalized communities in its development initiatives, particularly in rural areas, while also elaborating on its efforts to promote sustainable livelihoods and environmental conservation in Nagaland?

A Inclusivity is central to IDAN's development approach, involving collaboration with local communities, women, NGOs, and government agencies to ensure marginalized groups are included. Initiatives include improving remote health facilities, supporting grassroots NGOs, providing financial literacy, and empowering women entrepreneurs, SHGs and farmers. Concurrently, IDAN leads sustainability efforts through solarization projects, establishing solar-powered cold storage units, and promoting decentralized renewable energy solutions. Collaboration with stakeholders and participation in research networks like CLEAN underscore our commitment to sustainable livelihoods and environmental conservation, aiming for a prosperous and eco-friendly future in Nagaland. One of the breakthrough initiatives of IDAN in the past year was the institution of the Bloom Bazaar, where the floriculture industry got a big boost as this sector was aligned with several other verticals like entrepreneurship, made in Nagaland initiative, tourism, music and the arts, etc.

Q How does TaFMA's (State Task Force) cultural focus align with IDAN's investment and development objectives?

A TaFMA, the State's SPV for music and the arts plays a crucial role in nurturing and showcasing our State's rich cultural heritage. Nagaland is home to the biggest music festival called the "Hornbill Music Festival" with many renowned bands playing at the festival, it is a flagship event of the State Government. At IDAN, we recognize the importance of culture in driving tourism, fostering community pride, and attracting investments. By aligning with TaFMA and supporting its initiatives that promote indigenous talent, we celebrate our cultural identity and create economic opportunities for artists. Our aim is to constantly push Brand Nagaland and promote Naga Soft Power. Some of our initiatives and interventions enabled sponsorship for music and arts events and the TaFMA and Toyota partnership is an exemplary model of how we can make gains with corporate participation where all parties have positive takeaways.

Q How do cultural events like the Hornbill Festival and promotion of music, arts, tourism, and sports contribute to showcasing Nagaland's cultural richness, stimulating socio-economic growth, attracting investment, and empowering youth through employment?

A The Hornbill Festival, which is a vibrant celebration not only of Nagaland's diverse culture but also a showcase of the unity and solidarity of the Nagas, serves as a soft-power for Nagaland. It is also Nagaland's most well-known intellectual property. With the Hon'ble CM's visionary leadership, it is the only festival in India celebrated with country and state partners. The last edition in 2023 witnessed landmark collaborations in the form of the United States, Germany and Columbia being Country Partners of the Festival and Assam was the State Partner. The festival highlights our rich cultural heritage, it fosters tourism, creates economic opportunities, showcases our cultural vibrancy, exhibits our handlooms and handicraft, celebrates our culinary temptations, attracts investments by showcasing Nagaland's potential, and is one of the highlights of the Government of India's Incredible India campaign.

Q Your role as the Secretary General of the Nagaland Olympic Association (NOA) highlights your dedication to sports development. How does NOA collaborate with IDAN to utilize

sports for youth empowerment and socio-economic progress?

A The collaboration between NOA and IDAN is key for using sports to empower youth and drive socio-economic progress. IDAN facilitates partnerships with the Corporates to support sports infrastructure, training programs, and participation in events. Formulation of special scholarships for talented and promising athletes is an effort undertaken with the vision to develop international champions in the coming years. Together, NOA and IDAN are working together to empower youth, promote excellence in sports, and elevate Nagaland's global presence. I sincerely believe that Nagaland has tremendous potential to emerge as a sporting powerhouse and we are constantly striving towards elevating the sports position of Nagaland.

Q As the Chief Minister's Advisor, how do you synchronize efforts between IDAN and the state government for cohesive development strategies and policy implementation?

A In my role, I act as a conduit between IDAN and the State Government, facilitating interdepartmental communication and collaboration, and B2G communications. Through consultations, strategic planning, and policy dialogues, I ensure alignment with government priorities. Strong partnerships and open communication channels enable us to address challenges and drive sustainable development. I get opportunities to give inputs on policy, programmes and analysis and monitor government initiatives, and also work as a channel for feedback from the targeted sections and the grassroots. It always a challenge working in such an environment but I am always grateful to the Honourable Chief Minister for his support and trust, despite the many hurdles we face it is always satisfying to witness the positive impacts of our work amongst the targeted sections. Everyday is new day and despite all these years it is always a learning experience.

Q With your deep involvement in music and arts, can you explain how IDAN incorporates cultural expressions into its strategies for investment and development, particularly in tourism promotion and attracting investments?

A Music and arts are integral to Nagaland's cultural fabric, crucial for tourism and economic growth. IDAN acknowledges their significance in attracting investments and promotion of the State as an attractive destination. Leveraging music and arts through events such as the Asia Music Summit, we position Nagaland as a vibrant destination for investment particularly in tourism. During the recently held Asia Music Summit, 12 countries signed historic Kohima Declaration, promoting music and the music fraternity of Asia and beyond, and MoUs were signed with 8 countries in agreement to be festival partners, and to explore avenues and platforms for exchange of Knowledge, Music, Art and Culture. These verticals are creating opportunities for our youth not only to strive towards their aspirations but also to become positive ambassadors of Nagaland and the Naga people to global audiences. We have succeeded in facilitating some corporate collaborations in this sector and I am hopeful that more such partnerships can be shaped in the coming months and years.

Q What are IDAN's aspirations for Nagaland in 2024 and beyond?

A Our aspirations for Nagaland revolve around sustainable development, inclusive growth, and prosperity. As the State Agency for Investment & Development, IDAN is committed to fostering positive change. Our focus areas include higher education, sports, youth empowerment, health, and sustainable development. Additionally, we strive to establish a thriving ecosystem for entrepreneurship, innovation, and exports, positioning Nagaland as a dynamic and prosperous state in the years ahead. We will continue to push Nagaland as an investment destination, a tourism getaway and a place that has fantastic human resources. ●

Brewing Success: Department of Land Resources (DoLR) Empowering Nagaland's Coffee Industry



Albert Ngullie

Albert Ngullie had done B.Tech. (Agril. Engineering) at Dr. Annasaheb Shinde College of Agricultural Engineering & Technology, MPKV Rahuri, Maharashtra. He entered service in 1995 through Nagaland Public Service Commission (NPSC) and served for 6 years as Assistant Engineer in the Department of Water Resources, Nagaland. He later joined the Department of Land Resources, Nagaland in 2001 and has since been working in watershed development. Currently he is serving as the Director, Department of Land Resources, Nagaland.

Brewing Prosperity: The Coffee Revival in Nagaland

Nestled in the northeastern hills of India, Nagaland emerges as a quiet contender in the world of exceptional coffee. Initially introduced in 1981 by the Nagaland Plantation Crops Development Corporation (NPCDC) in collaboration with the Coffee Board of India, coffee cultivation saw a resurgence in 2014 under the Department of Land Resources (DoLR) and Coffee Board of India. Despite boasting a favorable

Unlocking Nagaland's Coffee Renaissance: A Journey of Excellence, Sustainability, and Economic Empowerment, Guided by the Department of Land Resources (DoLR).

agro-climatic condition for Arabica and Robusta varieties, Nagaland's coffee cultivation remained limited to just 157 Ha until 2014, primarily in Zunheboto, Mokokchung, and Wokha districts. However, with the state's vast potential spanning approximately 10,40,100 Ha and comprising 62.7% of its total geographical area, efforts are underway to expand coffee cultivation.

The Department of Land Resources (DoLR), Nagaland oversees all stages of specialty coffee development in the state, from nursery to brewing. As of 2023-24, an area of about 10,200 Ha. have been brought under coffee plantation with funding support from NABARD RIDF-XXIV & XXVIII & PMKSY-WDC projects. At the current pace of development, it is expected to achieve a plantation area of 15,000 Ha. by 2030, thus paving the way for a thriving coffee industry in the region.

Nagaland's Specialty Coffee: From Field to Cup

Nagaland's coffee industry has undergone a remarkable journey of expansion and quality enhancement since its inception in 1981. From a modest area coverage of 157 Ha to a substantial 10,200 Ha, the state has made significant strides, focusing on every aspect of coffee production, from nursery development to brewing the perfect cup. Currently, only 8.5% of the total developed area is under harvest, yielding 102.2 MT of coffee, but with 26.5% expected to start harvesting soon, a surge in production volume is anticipated.

The Department of Land Resources (DoLR), Nagaland has facilitated market linkages, leading to the export of 27 MT of specialty coffee to Cape Town, South Africa. Nagaland's coffee stands out for its organic cultivation, influenced by the unique climatic conditions of each district, resulting in a diverse range of flavors, from fruity to earthy. The elevation, microclimate, and biodiversity of the region contribute to the distinctive taste profile, while traditional farming practices ensure authenticity and sustainability. Additionally, the establishment of 22 coffee bars across the state aims to promote coffee culture and provide employment opportunities for local communities.

Investing in Quality for Global Success

Nagaland's coffee, thriving at elevations of 300 to 1,600 meters above sea level, benefits from a unique high-altitude microclimate with cool temperatures and consistent rainfall. This environment enhances the gradual ripening of cherries, resulting in a distinctive flavor profile reflecting the region's terroir. The industry is rapidly gaining popularity locally and globally, supported by government initiatives, leading to a promising future for local growers amidst soaring demand.

The journey towards economic transformation for Nagaland's coffee growers begins with a steadfast focus on quality production. By prioritizing specialty coffee with unique flavor profiles, growers can command premium prices in the market, enhancing their income and economic prospects. Education and training initiatives play a pivotal role in ensuring consistent quality, empowering farmers to meet the stringent standards required for specialty status. Moreover, strategic investments in modern infrastructure, such as state-of-the-art processing units and storage

facilities, are imperative for preserving the distinct characteristics of Nagaland coffee, ensuring its journey from farm to cup remains unparalleled. Coffee growers in the state are supported with infrastructures for post-harvest processing of coffee through NEC project under Ministry of DONER.

The Art of Specialty Coffee Production

Producing top-quality specialty coffee in Nagaland demands unwavering attention to detail and a commitment to excellence at every stage of the production process. From meticulously selecting coffee varieties suited to the region's microclimate to employing precise harvesting and post-harvest processing techniques, every step is critical in preserving the coffee's unique flavors. Implementing rigorous quality control measures and leveraging modern processing facilities are essential steps in maintaining the high standards required for specialty coffee production. With dedication and a passion for perfection, Nagaland's coffee growers are poised to carve out a niche in the global coffee market, showcasing the unparalleled quality and flavor of their beans.

Celebrating Excellence: Awards and Accolades

Establishing Nagaland as a hub for top-quality specialty coffee hinges on replicating success stories within the industry. Through collaborative efforts between coffee growers, industry experts, and local authorities, networks are being fostered to facilitate knowledge exchange and skill enhancement. The Department, in partnership with the Coffee Board and private stakeholders, organizes various platforms such as workshops and collaborative projects, empowering farmers with the insights and tools needed to emulate the success of Nagaland coffee. Participation in regional and international competitions has not only garnered recognition and validation for Nagaland coffee growers but also paved the way for new market opportunities. Notably, Nagaland Coffee clinched a Silver at the prestigious Aurora International Taste Challenge in September 2021 and a Gold for Nagaland Natural Coffee in June 2023, underscoring the region's commitment to excellence and quality.

A Sustainable Solution

In the pursuit of mitigating environmental and socio-economic challenges, the Nagaland coffee industry thrives on the principles of Ecology, Employment, and Economy – the three pillars driving its growth and impact.

Ecological Benefits: Embracing coffee cultivation aligns with conservation farming practices, minimizing jungle clearing and preserving natural vegetation. By eschewing traditional slash-and-burn methods, coffee farming emerges as a potent strategy for climate



Through collaborative efforts between coffee growers, industry experts, and local authorities, networks are being fostered to facilitate knowledge exchange and skill enhancement. The Department, in partnership with the Coffee Board and private stakeholders, organizes various platforms such as workshops and collaborative projects, empowering farmers with the insights and tools needed to emulate the success of Nagaland coffee.

change adaptation, nurturing biodiversity while fostering sustainable land use.

Employment Opportunities: With its labor-intensive nature, coffee cultivation becomes a catalyst for rural development, offering significant employment opportunities to local communities. Beyond mitigating shifting cultivation practices, coffee cultivation catalyzes job creation across the entire value chain, empowering rural populations and revitalizing local economies.

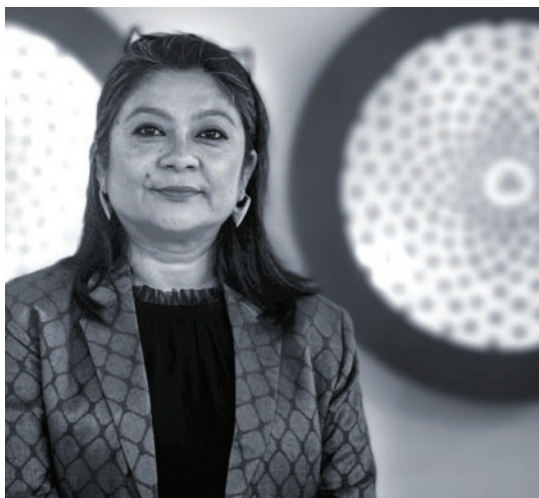
Economic Prosperity: Positioned as a high-value plantation crop with global economic significance, coffee holds immense potential for generating foreign exchange revenue, both at the state and national levels. The economic benefits per hectare of coffee plantation, coupled with anticipated returns upon maturity, underscore its pivotal role in driving economic growth and prosperity for Nagaland and beyond.

Journey to Specialty Coffee Stardom

The ascent of Nagaland's coffees to global recognition underscores the region's unwavering pursuit of quality. By nurturing a culture of excellence, Nagaland has not only carved out a distinctive identity for its coffee but also heralded a wave of economic prosperity for its growers. With an unyielding emphasis on quality, Nagaland's coffee is poised to inspire regions worldwide, elevating coffee production from mere commodity to coveted specialty. Through meticulous practices like selective cultivation, precise harvesting, and rigorous quality control, Nagaland's coffee growers consistently craft specialty brews that captivate connoisseurs worldwide. As the global appetite for unique coffee experiences grows, Nagaland emerges as a trailblazer, showcasing the boundless potential for excellence nestled within its picturesque landscapes. With every sip, Nagaland's coffee isn't just a beverage—it's an embodiment of craftsmanship, enriching lives, and reshaping the very fabric of the coffee industry. ●



Eco-Luxe Escapes: Unraveling the Skipping Stones Phenomenon



"It's exciting times for Northeast India and Skipping Stones as well. We look forward to developing new destinations in the region and being a part of the look east story."

Nestled amidst the scenic landscapes of Sikkim, India, Skipping Stones stands as a beacon of innovation and excellence in the realm of tourism and hospitality. Founded by Mrs. Sradha Sharma, Skipping Stones is a family-owned venture with a vision to redefine luxury and sustainability in the North-East. With a steadfast commitment to owning, building, and marketing world-class hotels and resorts, Skipping Stones has already made waves with its flagship project in Baiguney, West Sikkim. This project, now operated by Mahindra Holidays & Resorts India Ltd as "Club Mahindra Baiguney," has garnered acclaim for its seamless blend of luxury and eco-consciousness. Catering to the discerning mid-to-high-end leisure consumer segment, Skipping Stones has earned accolades for its sustainable hospitality projects, making a significant socio-economic impact in the surrounding areas.

Crafting Vibrant Destinations

Adding to its impressive portfolio is the much-anticipated Vivanta Sikkim, Pakyong, a 5-star gem nestled near Pakyong Airport in East Sikkim, marking IHCL's debut in the state. With ambitious plans to expand its inventory from 100 to over 400 keys, Skipping Stones is poised to redefine luxury hospitality across East & North-East India, one destination at a time. Embarking on a mission to craft vibrant and operationally efficient hospitality products that captivate guests with unparalleled experiences, Skipping Stones strives to ensure these offerings reach their intended audience through strategic marketing

Embark on a journey of luxury and sustainability with Skipping Stones Private Limited, a dynamic young company dedicated to crafting unforgettable hospitality experiences in exclusive destinations.

efforts. Furthermore, the company's commitment extends beyond profitability; it is dedicated to achieving sustainable development, minimizing environmental impact while maximizing socio-economic benefits for the communities served.

Building Destinations, Enriching Lives

Skipping Stones sets itself apart from conventional development firms by prioritizing projects that not only create new destinations but also foster opportunities for local communities to thrive. Through initiatives such as employment generation, support for small businesses, and the promotion of entrepreneurship, Skipping Stones aims to uplift the economic well-being of the surrounding areas. Unlike traditional approaches, development plans eschew features like staff accommodations and transport, instead engaging with neighboring communities to provide these services. Moreover, prioritizing local hiring, with over 70% of hotel employees sourced from the area, with a special focus on empowering women.

Pioneering Sustainable Growth

Embracing the mantra of "Growth through Sustainability," Skipping Stones prioritizes nature-oriented projects that seamlessly blend with their surroundings. From the serene riverfront landscapes of Baiguney to the tranquil 5-star retreats nestled amidst verdant natural beauty, each endeavor embodies environmental and social responsibility. By incorporating local elements into design aesthetics, Skipping Stones ensures an unparalleled guest experience that celebrates the region's heritage.

Looking ahead, Skipping Stones is poised for aggressive expansion, aiming to increase its operational inventory to over 400 rooms within five years across East and North-East India. Aligned with the government's infrastructure push in these regions, Skipping Stones envisions roles as Consultants, Lead Developers, and Joint Venture Partners in projects focused on Wellness, Adventure Tourism, and Eco & Nature Tourism. Skipping Stones firmly believes that establishing an "Operating Brand" in new destinations is key to ensuring sustainable socio-economic development.

Celebrating Excellence

Skipping Stones takes pride in its array of accolades and recognition, a testament to its commitment to excellence in hospitality. The esteemed awards include the prestigious "Hotel of the Year - Upscale Segment" bestowed by the Hotel Investment Conference South Asia (HICSA) in 2022 for Vivanta Sikkim Pakyong. Recognized for its environmental initiatives, Skipping Stones was honored with the "Best Energy Efficient Hotel - 5 Star Category" and "Best Energy Efficient Resort - 3 Star Category" by the Government of Sikkim for Vivanta Sikkim Pakyong and Club Mahindra Baiguney, respectively. Further solidifying its reputation, Vivanta Sikkim Pakyong was hailed as the "Best Resort of the Year 2023" by the Tourism & Civil Aviation Department, Govt. of Sikkim, and as the "Best Resort in Sikkim" by Sikkim Awards 2022. These accolades inspire Skipping Stones to continue delivering unparalleled experiences and drive innovation in the hospitality industry. ●



A Legacy of Excellence: Ms. Poly's Journey with Mother's Public School

Ms. Poly's transformative journey from humble beginnings to founding Mother's Public School stands as a beacon of perseverance and excellence. Her unwavering dedication to education, coupled with the strategic prowess of Sreejeet and Minati, shapes a legacy of empowerment and impact in Odisha.

With unyielding determination, tireless effort, and an unwavering sense of purpose, Ms. Poly turned her childhood dream into a remarkable reality. In 1991, she laid the cornerstone of "Prakrit," a preschool born from her passion for education. Despite humble beginnings, with an initial investment of just INR 30,000 and a team of 14 students aged 2-9 alongside five teachers, Ms. Poly's perseverance and dedication were unwavering. Balancing her role as a lecturer at a local college, she channeled every penny of her earnings into nurturing the fledgling institution.

Nurturing Excellence: The Evolution of Mother's Public School

As the years unfurled, "Prakrit" metamorphosed into "Mother's Public School," evolving into a beacon of academic excellence and creative nourishment in the city of Bhubaneswar, Odisha. Ms. Poly's relentless commitment to her vision propelled the school's growth, fostering an intellectually stimulating environment that nurtured both minds and spirits. Today, the school stands proud, hosting over 2,500 students who consistently shine academically, a testament to Ms. Poly's enduring dedication and the indomitable spirit of her journey.

Team Triumph: Fostering Growth and Family Bonds

Amidst Ms. Poly's awe-inspiring journey, the school's expansion to four additional branches in Khandagiri (Bhubaneswar), Pahal (Bhubaneswar) Puri and Cuttack, stands as a testament to her vision and tenacity. With over 6,000 students benefiting from her educational prowess, it's her dedicated team, led by the exemplary Ms. Minati Sabat and Mr. Sreejeet Patnaik, that propels the institution's rapid advancement.



Minati's bond with the Mother's family extends beyond her professional dedication to include her marriage to Sreejeet, the only son of Poly Madam.

Bridging Corporate Expertise with Educational Vision

Hailing from Bhubaneswar, Odisha, Minati's decade-long commitment to the institution is marked by unwavering sincerity and a deep-rooted connection to the Mother's family. Stepping into the educational arena with a diverse corporate background spanning Kingfisher Airlines, Telecom, Airtel, and the Norwegian company Uninor, Minati Sabat brings a wealth of expertise to the school's helm as Managing Director of the group. Her corporate insights have revolutionized the institution's structure, optimizing vendor management and service efficiency. Moreover, as an alumna of the school, she is deeply attuned to its ethos. Balancing her roles as a mother to her 5-year-old son, Ved, and her involvement in the school's day-to-day operations has become increasingly significant.

A Strategic Leadership

Sreejeet Patnaik, has been instrumental in driving the institution's expansion. With a background in engineering from KIIT and an MBA from Amity University, Sreejeet's



strategic foresight and energetic leadership propels the growth of the chain of schools. His hands-on approach ensures that the quality associated with the mother branch is meticulously maintained as the school expands. Under his guidance, the institution has grown from strength to strength, with additional branches and strategic partnerships reshaping its trajectory. From his early days as a non-executive director in 2016 to spearheading the establishment of branches in Puri, Khandagiri, Pahal, and Cuttack as Director of the group, Sreejeet's dedication to his mother's legacy is evident.

Championing Empowerment: Beyond Education

Beyond her remarkable contributions to education, Ms. Poly emerges as a beacon of benevolence, uplifting uneducated, impoverished single women, and widows to lead dignified lives. Her philanthropic endeavors transcend boundaries, drawing significant attention and acclaim.

Ms. Poly's relentless commitment to societal welfare has garnered her numerous prestigious awards and accolades. Notable among them are the 'Global Principal Award 2021' by Star Global Awards, 'Times Power Odisha Award 2021,' and the 'CBSE Teacher's Award 2009' presented by Mr. Kapil Sibal, former HRD Minister. She was also honored with the 'National Award for Teachers 2012' by Shri Pranab Mukherjee, former President of India, and the 'Rajiv Gandhi Rashtriya Ekta Samman' in New Delhi on the 70th birth anniversary celebration of Late Prime Minister Shri Rajiv Gandhi. Additionally, she received the esteemed Black Swan Award in 2020-21. These accolades symbolize the widespread recognition of her selfless service and unwavering dedication to advancing education and societal welfare. ●



Innovation in Motion: Ms. Usha Padhi Explores Odisha's Trailblazing Road Safety Initiatives

In an insightful discussion with Ms. Usha Padhi, Principal Secretary of the Commerce & Transport Department, Government of Odisha, we delve into Odisha's pioneering endeavors in road safety and associated domains.

Q What strategic measures are outlined in your roadmap for enhancing road safety in Odisha?

A Odisha has implemented a comprehensive road safety strategy covering education, engineering, enforcement, and emergency care. Initiatives like Rakshak and Suvahak prioritize first aid and driver training, while National Road Safety Short Films and Good Samaritan enhance awareness. Engineering measures include Automated Driving Testing Systems, Road Safety Audits etc. Under Enforcement, Integrated Enforcement Management System is being implemented to improve efficiency and effectiveness of enforcement. Establishment of Trauma Care Centers and a mobile app integrating emergency services reflects a commitment to reducing accidents.

Q Could you elaborate on the strategies and efforts that led to Odisha's classification as a "High Performer" state in implementing road safety measures recommended by the Supreme Court Committee on Road Safety (SCCoRS)?

A Odisha's comprehensive road safety approach has earned acclaim from SCCoRS, labeling it a 'High Performer' based on the following dimensions:

- **Institutional:** Lead Agency Functioning, Road safety fund
- **Emergency Care:** Comprehensive Trauma system care plan, GPS based system and Mapping, Ambulance and health care infrastructure, Efficiency and effectiveness.
- **Road User Awareness and Education:** Road safety curriculum in Schools, Capacity building to professionals, Road safety awareness campaigns
- **Enforcement:** Accident Data System, Driver licensing system, Resources & Infrastructure, Efficiency, and effectiveness

Q The Zero Fatality Week initiative in Odisha has garnered attention. To what extent has this initiative proven successful in reducing fatalities on the roads?

A Odisha's Zero Fatality Week initiative has notably reduced road fatalities, with some districts reporting none due to the continued efforts by the stakeholders. In 2023, Zero Fatality weeks in April and December saw 6.24% and 3.98% decline in fatalities compared to the previous years. During this week, multi-agency enforcement is done. Efforts for awareness are as also taken such as SOP for picnic spots, advisory issued for road users during winter season for driving in low visibility.

Q Could you provide insight into some notable features of Odisha's Electric Vehicle Policy that make it stand out?

A The Odisha EV policy has the objective to replace 20% of the existing vehicles with electric vehicle. To achieve this goal the State has introduced incentive scheme for EV purchaser effective from September 2021. Initially such incentive was given on the basis of vehicle value. In 2023 April this incentive scheme has been revised and paid based on battery capacity. Incentive based effort to buy EVs has led to a growth of 7% of total vehicle registration.

Q In addressing road accidents and fatalities, do you believe technological interventions alone suffice, or are there other crucial factors to consider?

A Road accidents in Odisha have far-reaching consequences, necessitating a multifaceted approach for effective resolution. Only relying on technology will not suffice. Instead, integrating interdepartmental Teamwork, Technological interventions, strategic Transformation, Transparency, and Timely execution is vital for sustainable reduction of accidents and fatalities.



Ms. Usha Padhi

Q How many truck terminals are currently planned for development in Odisha, and what progress has been made thus far?

A The Govt. of Odisha is developing 23 truck terminals to reduce road accidents due to improper parking of heavy vehicles. Funds have been allocated for this project, emphasizing its commitment to prioritizing crucial infrastructure for road safety, under the 5T initiative.

Q How is the Transport department leveraging skilling and upskilling initiatives to improve its operations & services?

A Transport department is enhancing operations and services through skilling and upskilling initiatives like Rakshak, which equips personnel with emergency response skills. Suvahak trains HMV drivers on road safety, fostering a positive road attitude, and proper driving skills. Capacity-building programs for police personnel and road engineers aim to improve emergency services, infrastructure etc. contributing to overall road safety enhancements.

Q Could you share insights into the journey from initiatives like UDAN to LAccMI and their impact on Odisha's transportation landscape?

A UDAN & LAccMI have democratized Odisha's transport, improving connectivity and sustainability. LAccMI strengthens urban-rural links, facilitating access to healthcare, education, and employment, with a focus on reliability, affordability, and women's safety. These initiatives highlight our dedication to advancing transportation infrastructure and services, fostering socio-economic growth and boosting tourism while creating a safer environment for everyone. ●

*The vision of
Hon'ble Chief Minister
Naveen Patnaik for inspiring
us with 'every life is precious'
for road safety and
'empowering the people
through assured and affordable
public transportation'.*

LAccMI: Bridging the Divide and Empowering Odisha Through Seamless Connectivity

Odisha's ambitious LAccMI program bridges the urban-rural divide by revolutionizing public transport. This initiative empowers citizens, fuels economic growth, and fosters connections across communities.

The Location Accessible Multi-modal Initiative (LAccMI), launched by the Odisha government, marks a significant stride towards revolutionizing public transportation in the state. This ambitious program aims to bridge the gap between urban and rural communities by establishing robust first- and last-mile connectivity. By doing so, LAccMI strives to provide every citizen with accessible, sustainable, and efficient mobility solutions. This, in turn, has the potential to mainstream access to essential services for rural communities and propel socio-economic growth across the state.

A Multi-Faceted Vision: Empowering, Connecting, Transforming

LAccMI's vision is multifaceted, encompassing various aspects of improved mobility and its impact on the lives of Odia citizens. The program prioritizes:

- ◆ **Seamless Last-Mile Connectivity:** LAccMI recognizes the importance of bridging the gap between villages and vital services, ensuring everyone has easy access to essential resources, regardless of their location.
- ◆ **Enhanced Access to Healthcare, Education, and Jobs:** Improved connectivity opens doors to better healthcare facilities, educational institutions, and employment opportunities, particularly for those residing in remote areas.
- ◆ **Bridging the Urban-Rural Divide:** LAccMI seeks to eliminate the disparity in access to resources and opportunities between urban and rural communities, fostering a more equitable society.
- ◆ **Reliable, Efficient, and Affordable Transport:** The program aims to provide dependable, efficient, and cost-effective public transportation options, making travel accessible and convenient for all.
- ◆ **Boosting Tourism and Transport Ecosystems:** Improved connectivity is expected to revitalize the tourism industry by making destinations more accessible, while also strengthening the overall transport network in the state.
- ◆ **Empowering Women with Safety:** Safe and reliable transportation empowers women to participate actively in the workforce and access essential services, fostering their economic independence and well-being.

LAccMI's Vision Quantified: Setting Ambitious Goals for Progress

LAccMI has established a clear vision for the future, outlining its key targets and the impact it aims to achieve in several areas:

- ◆ **Connecting 99.5% of Gram Panchayats:** LAccMI strives to bring connectivity within reach of nearly all village councils (Gram Panchayats) in Odisha, ensuring widespread coverage and fostering development at the grassroots level.
- ◆ **Linking 62,291 Educational Institutes:** Educational institutions across the state will be connected, facilitating easier access to education for students and educators, regardless of their location.
- ◆ **Generating an Increased Income of ₹4,500 Crore in 5 Years:** The initiative aims to stimulate economic growth by increasing income generation within a five-year



Mr. Naveen Patnaik, Chief Minister, Odisha, Flagged off LAccMI Buses

timeframe, contributing to improved livelihoods and prosperity.

- ◆ **Creating 37,000 New Jobs:** LAccMI seeks to create employment opportunities in various sectors, promoting economic activity and improving job prospects for Odia citizens.
- ◆ **Benefitting 4 Crore People:** The program envisions impacting the lives of 4 crore Odia citizens by providing them with improved mobility and access to essential services, contributing to an overall improvement in quality of life.

Building a Robust Network: The Three-Tier Connectivity Model

LAccMI implements a strategic three-tier connectivity model to ensure efficient and widespread coverage across the state:

- ◆ **GP to Block:** This tier focuses on connecting villages (Gram Panchayats) to their respective block headquarters, providing essential connectivity for residents in rural areas.
- ◆ **Block to District HQ:** This tier prioritizes linking block headquarters with their corresponding district headquarters, facilitating travel within districts and access to administrative services.
- ◆ **District to Bhubaneswar, Puri & Major Cities:** This tier establishes efficient connections between district headquarters and major cities like Bhubaneswar and Puri, enabling long-distance travel and fostering economic and social interaction. ●



Stalwart Projects: Pioneering Excellence in Real Estate Development



Mr. Sharat Kumar Sahu

In the vibrant city of Bhubaneswar, Odisha, stands a beacon of innovation and integrity in real estate development – Stalwart Projects. With over 13 years of expertise, Stalwart Projects has carved a niche for itself, offering unparalleled luxury and functionality in residential and commercial spaces. From the opulent Stalwart Sky City to the majestic Stalwart Palace, each project reflects a commitment to excellence and a dedication to customer satisfaction.

Visionary Leadership

At the helm of Stalwart Projects is Mr. Sharat Kumar Sahu, a visionary leader whose commitment to excellence has propelled the company to new heights. Born in the village of Sarsara, Odisha, Mr. Sharat's journey is a testament to perseverance and determination. Raised in a modest family, he learned the values of hard work and resilience from an early age. Excelling in education at Kenaveta Panchayat School and ISC Bonai College, he earned a degree in agriculture from Odisha University of Agriculture & Technology (OUAT, Bhubaneswar).

After graduation, Mr. Sharat honed his skills in finance and management during a successful 17-year career at Allahabad Bank. However, his passion for construction ignited his entrepreneurial spirit. Inspired by building his own home, he transitioned into the construction business, driven to create spaces of excellence meeting unique client needs.

Stalwart Projects' Enduring Legacy

In 2011, Mr. Sharat embarked on the Stalwart Project, marking a pivotal moment in his career. His first major project involved the construction of nine towers for the Central Government Employees Welfare Housing Organisation (Ph-2, CGEWHO) in Bhubaneswar. Since then, Stalwart Projects has undertaken and successfully completed numerous landmark projects,

Stalwart Projects, led by visionary Mr. Sharat Kumar Sahu, Founder and CMD of the Group epitomizes innovation in real estate. With a legacy of excellence, they craft remarkable spaces, prioritize social responsibility, and inspire the future of urban living.

each showcasing a harmonious blend of modern design, cutting-edge technology, and unparalleled customer service.

More than developers, Stalwart Projects are collaborators in manifesting dream spaces. By understanding unique aspirations, they bring forth tailored solutions – whether it's a luxurious sanctuary, a dynamic business hub, or a vibrant community space. Stalwart Projects' legacy of excellence will continue to inspire generations to come, shaping the future of real estate development with each project they undertake.

Ongoing Stalwart Projects

For over a decade, Stalwart Projects has led the way in redefining real estate. They've crafted exceptional residential and commercial spaces, blending sophistication with functionality. Iconic projects like Stalwart Height in Sobhagya Nagar and Stalwart Premium in Bomikhal showcase their commitment to excellence. Stalwart Jyotsna Pride in Jagamara and Stalwart Shree in Shree Vihar exemplify seamlessly integrated developments.

Furthermore, Stalwart Residency -II (Duplex & Triplex projects) at Patia Square offers unparalleled residential comfort. Experience the pinnacle of urban innovation at Stalwart Skycity, ideally positioned near KIIT Square. This flagship project epitomizes mixed-use development, seamlessly blending commercial and residential spaces. Offering Independent, Vastu-based 3BHK, 3BHK(+S), 4BHK, 4BHK(+S), and Penthouse options, along with a dedicated 4-story tower for amenities, Skycity redefines modern living with sophistication and style.

Commitment to Social Responsibility

Stalwart Projects goes beyond mere construction; they prioritize community engagement and giving back. Through initiatives like educational scholarships, healthcare programs, and environmental conservation efforts, they actively contribute to society's welfare and development. Additionally, Mr. Sharat Kumar Sahu is spearheading the construction of a Jaganath Temple in his native village. This commitment to social responsibility resonates with their ethos of integrity and empathy, solidifying their position not just as real estate leaders but also as catalysts for positive change within the community.

Vision for the Future

As Stalwart Projects continues to innovate and excel in the realm of real estate development, their vision for the future remains unwavering. With a focus on sustainability, technology integration, and customer-centric design, Stalwart Projects aims to redefine the standards of urban living and create spaces that enrich lives and inspire generations to come. With Mr. Sharat's visionary leadership guiding the way, Stalwart Projects is poised to continue pioneering excellence and shaping the landscape of real estate development for years to come. ●



Trailblazing in Dentistry: Dr. Sunil Kar's Journey of Innovation and Compassion with 3S Sai Shradha Smile Dental Care

Explore the extraordinary odyssey of Dr. Sunil Kar, a COVID Warrior, Innovative Dentist, and Family Man, as he reshapes dentistry in Odisha with his pioneering spirit and heartfelt care.

Dr. Sunil Kar, a COVID Warrior, Revolutionary Dentist, and devoted Family Man, has significantly advanced the dentistry profession with his exceptional achievements. With an MDS degree and a Fellowship from the International Congress of Oral Implantology, he established himself as a renowned dentist in Odisha, earning a reputation as the go-to dental practitioner. Dr. Kar's journey in dentistry began in 2010, inspired by his lineage of medical professionals and fueled by his upbringing in the vibrant Steel City of Rourkela and Bargarh, known as the rice bowl of Odisha. Following in his father's esteemed footsteps, Dr. Kar embarked on a quest to redefine dentistry and provide exceptional care to his patients.

Journey of Innovation and Compassionate Care

Dr. Sunil Kar's professional journey has been marked by both fulfillment and challenges. While witnessing the radiant smiles of his patients brings him immense satisfaction, staying abreast of cutting-edge advancements in dentistry can be demanding. However, undeterred by obstacles, Dr. Sunil confronts each challenge head-on, turning them into opportunities for growth. At his dental clinic, 3S Sai Shradha Smile Dental Care, he is dedicated to providing comprehensive care using state-of-the-art equipment and technologies. With the support of his skilled team, Dr. Sunil specializes in smile designing and implants, offering bespoke smile makeovers and full-mouth rehabilitation integrated with various dental services.

Innovating Dentistry

Dr. Sunil Kar is unwavering in his pursuit of progress, consistently raising the bar to meet international treatment and sterilization



Dr. Sunil Kar

standards. His innovative spirit is evident in his vision to create dental implants through Make In Odisha-3S Implants, showcasing his dedication to advancing dental care. Fearlessly tackling daily challenges, Dr. Kar seamlessly transitions from traditional to modern concepts, forging a path of excellence. He deeply connects with his patients, ensuring they feel at home and confident in their smiles through top-tier treatment options. Dr. Kar's focus is set on propelling 3S Implants to become Bhubaneswar's premier Dental Hospital, while also establishing an international standard foundation to attract patients globally. With a firm belief in Odisha's



pivotal role in the future of dentistry, he embraces cutting-edge technologies like AI and Navigation, positioning his clinic, 3S Sai Shradha Smile Dental Care, at the forefront of innovation in the realm of Lord Jagannath.

Philanthropic Endeavors and Recognition

Dr. Sunil Kar, adorned with a plethora of prestigious accolades such as the Odisha Business Icon Award 2022, Times Health Icon Award Odisha 2023, Young Achiever Award, Health Conclave Award, and Best Implantology Award, extends his influence beyond dentistry. A dedicated philanthropist, he organizes donation camps and engages in CSR initiatives like the Wish Women In Society Blood Donation Camp and Dental Awareness Camp. His unwavering commitment during the COVID-19 lockdown earned him the esteemed Corona Warrior Award in 2020, affirming his selfless dedication to his patients' welfare. Driven by a profound sense of service, he extends his healing touch to underprivileged areas like Kandhamal, conducting regular dental camps and fostering a culture of care in orphanages and old age homes, thus leaving a lasting impact on society.

Balancing Passion and Family

Not only does Dr. Sunil Kar excel in dentistry, but he also prioritizes his role as a devoted family man. Acknowledging the importance of work-life balance, he seamlessly integrates exceptional patient care with dedicated family time, meticulously managing his schedule through effective planning and time management. His wife, Dr. Preeti Y. Shadangi, serves as a steadfast source of support, contributing significantly to his enduring success. As he continues to advance in his career, Dr. Sunil's vision extends beyond entrepreneurial and dental achievements. He aims to revolutionize the dental sector in Odisha by providing international standard services at affordable rates, ensuring countless patients experience life-changing smiles. With this vision, he endeavors to leave a lasting impact of joy and confidence on those he serves, shaping a brighter future for dentistry in the region. ●

Breaking Barriers, Healing Pain: The Remarkable Journey of Health Village Hospital and Pain Free Odisha



Dr. Shovan Kumar Rath

Q Could you share insights into your personal background and what motivated you to pursue your current profession?

A Starting as an anaesthesiologist in 2010, I founded TOSHALI HEALTHCARE SERVICES PVT LTD in 2013, providing 24x7 anesthesia and ICU support. In 2015, Odivissa Health Research Pvt Ltd led to "HEALTH VILLAGE HOSPITAL" in Bhubaneswar. Fuelled by my passion for pain management, Pain Free Services Pvt Ltd introduced PAIN FREE ODISHA, the region's premier Interventional Pain Clinic & Palliative Care provider. Inspired by my father's dream and mentorship, I dedicated 13 years to realizing "PAIN FREE ODISHA", a significant milestone in establishing a standalone Pain Clinic.

Q What distinctive services do you offer, and could you share some of your notable achievements, awards, and recognitions?

A Our journey began with three units and a pharmaceutical branch in Bhubaneswar. "HEALTH VILLAGE HOSPITAL" excelled in Trauma Care and specialized services like Orthopedics, Neurosciences, Oncology, and Interventional Pain & Palliative Care. "PAIN FREE ODISHA" emerged as a leading provider of comprehensive pain management solutions, including cancer-related pain. We received NABH accreditation for "HEALTH VILLAGE HOSPITAL" and recognition for our pioneering Interventional Pain Clinic, the first in Odisha. Personally, I was honored

Engaging in dialogue with Dr. Shovan Kumar Rath as he shares his healthcare journey with "HEALTH VILLAGE HOSPITAL" and "PAIN FREE ODISHA," leading the revolution in pain management across Odisha.

with the prestigious FIPP award from the World Institute of Pain in the Netherlands, highlighting our dedication to innovative pain management.

Q What obstacles have you encountered along your journey?

A Initially, my biggest challenge was raising awareness about pain management, a new concept in our society. "PAIN FREE ODISHA" conducted extensive outreach to educate both medical professionals and the public about chronic pain management. As an Anaesthesiologist specializing in Interventional Pain Management & Palliative Care, I understand the impact of chronic pain, motivating me to improve quality of life. Addressing painkiller misuse was crucial, emphasizing the benefits of interventional procedures. Despite advancements, limited dissemination of information to clinicians persists. Establishing "HEALTH VILLAGE HOSPITAL" amidst competition was another significant challenge.

Q What services does Pain Free Odisha offer, and how does it address the issue of undertreated chronic pain?

A At "PAIN FREE ODISHA", I head an advanced interventional pain management center in Bhubaneswar, Odisha. We specialize in personalized treatments for chronic pain conditions like Low Back Pain, Neck Pain, Knee Pain, Shoulder Pain, Joint Pain, and Migraine. Using minimally invasive procedures on a day-care basis, we provide comprehensive care, collaborating with specialists from neurology, psychology, physical therapy, orthopedics, anaesthesiology, and neurosurgery. Our aim is to offer cost-effective solutions that address all aspects of chronic pain and restore our patients' quality of life, combating the undertreatment of pain with accessible, effective treatments.

Q What expansion plans do you have, and how do you envision your professional growth?

A "HEALTH VILLAGE HOSPITAL" is primed for substantial growth, exemplifying our dedication to top-quality, affordable healthcare. Our expansion plans include a larger hospital, a Pain Management teaching institute, district franchise clinics, e-clinics via IT collaborations, and mobile units for home-based palliative care. We aim to become the nation's premier Pain Management center. Looking forward, I aspire to lead a pioneering Pain Unit nationally, expanding its reach globally, while enhancing Pain Education and establishing accessible, high-quality healthcare facilities across our region.

Q How do you maintain a healthy work-life balance amidst the challenges of pioneering a new field in medicine?

A Establishing Pain Management services in society is a formidable task, given its unmet need and lack of attention. The journey of introducing a new subject involves significant struggle. From the outset, my wife has been my pillar of support, standing by me every step of the way. Despite my demanding schedule, she managed everything seamlessly, juggling her own career alongside. I've strived to excel not only as a doctor but also as a son, husband, and father, despite the busy days. •

BUILDING A POWERFUL ODISHA



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OUR PROJECTS AT A GLANCE

TOTAL INSTALLED CAPACITY: **2099.80 MW**

BURLA-287.80 MW | CHIPLIMA-72 MW | BALIMELA-510 MW | RENGALI-250 MW

UPPER KOLAB-320 MW | UPPER INDRAVATI-600 MW

MACHKUND-60 MW (ODISHA SHARE)



ODISHA HYDRO POWER CORPORATION LTD.

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