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SUNDAY POST

HERE . NOW



COVER STORY

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Not just hiding greys



Pritam Nayak from Balasore is a painter, archivist, musician, and conservationist all rolled into one. While Pritam's works on tribal and folk arts have earned him many accolades, including the Gyanashree Prativa Samman, his expertise in playing flute, guitar, and mridanga makes him one of the most popular faces in social circles. A graduate in museology from Rabindra Bharati University, Pritam unwinds himself by observing wildlife



With wife and son

Diverse pursuits

Besides taking an interest in art, music, and conservation, I am also into swimming and mountaineering. I engage myself in these power sports at my leisure.

Sunday serenity

Sunday holds a significant place in my heart as it allows me to devote enough time to both my artistic pursuits and spending quality moments with my family. I also use the breaks as opportunities to keenly observe nature and its beauty.



With family

Culinary quest

I take some time off from my work on holidays to don the chef's apron. I find pleasure in experimenting with new recipes and trying out innovative cooking methods that set my stuff apart from others.

Bonding with stray animals

Being a spiritual person, I have strong feelings towards animals and birds. On Sundays, I manage to get some time to spend with stray animals and make sure that they get enough healthy food for the day.



Pritam giving final touches to a work

MADHUSMITA SAHU, OP

WhatsApp This Week

Only on Sunday POST!

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

THE BEST MEMES OF THIS ISSUE

- What do ghosts read? Boooooooks!
- What did one telephone say to another? "You are too young to be engaged!"
- Where do cows go on their summer vacation? Moo York.
- Please spread the word. Sure, no problem! W o r d.

WINNER ALL THE WAY

Sir, This is a reference to actress Tapsee Pannu's comments on actor Shah Rukh Khan in last week's Tinsel Town page. Not only was the actress taken aback by SRK's aura during the filming of *Dunki*, which is currently screening in theatres across the country; everyone who works with the *DDLJ* actor is mesmerised by his charm. With his latest film approaching Rs 500 crore at the box office, 2023 appears to be the year of SRK, with him delivering back-to-back blockbuster films *Pathaan* and *Jawan*. Despite being one of the most bankable actors in the industry for many years, his success hasn't gotten to him. "I keep trying, in my small and humble way, to make our country better." says the actor. No wonder top industrialist Anand Mahindra was recently heard saying, "All countries guard their natural mineral resources, mine them, and usually export them to earn forex. Maybe it's time to declare SRK a natural resource."

SANGHAMITRA BASU JENA, BHUBANESWAR

LETTERS

A WORD FOR READERS

Sunday POST is serving a platter of delectable fare every week, or so we hope. We want readers to interact with us. Feel free to send in your opinions, queries, comments and contributions to features.orissapost@gmail.com
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Not just hiding greys



HAIR COLOUR MARKET HAS BEEN GROWING STEADILY DUE TO THE SURGING TREND OF USING DYE AS A FASHION STATEMENT AND A GREAT WAY OF SELF-EXPRESSION

MADHUSMITA SAHU, OP

From people applying charcoal paste to hide their grey hair strands to now becoming a great way of self-expression, the practice of hair dyeing has traversed a long journey. It's now become more of an art and has evolved into a multi-billion-dollar industry.

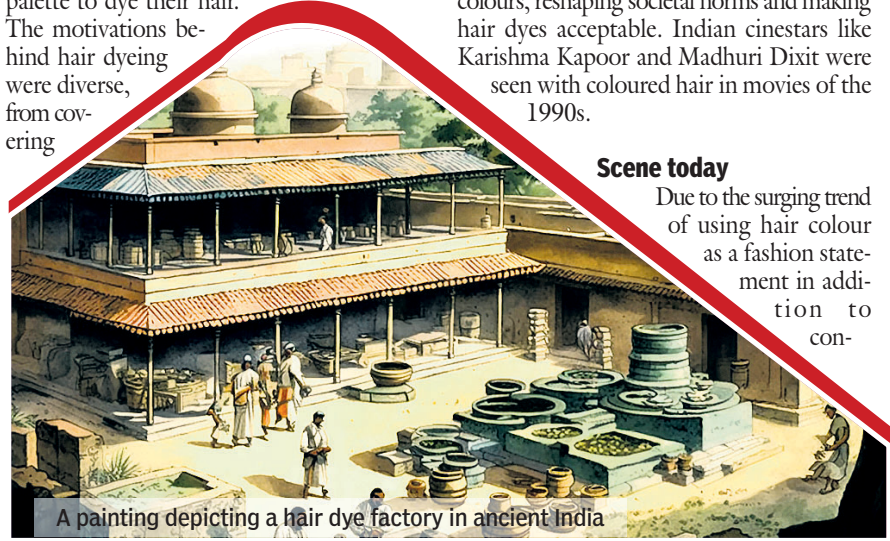
While the concept of using hair colour for personal expression may seem contemporary, its roots extend deep into ancient civilizations.

Then people experimented with a variety of substances, ranging from plants and animals to toxic chemicals, to add colour to their hair. Apart from concealing greys, people used it as a means to signify their belonging to specific groups within their community. Warriors and leaders opt for bold colours, while wise individuals or learners might choose more subtle shades.

With hair-dyeing gradually becoming more of a way to individualise oneself than anything else, **Orissa POST** takes a look at its history, evolution, and what the experts have to say about the age-old practice.

History

In ancient times, people turned to nature's palette to dye their hair. The motivations behind hair dyeing were diverse, from covering



A painting depicting a hair dye factory in ancient India

greys to signalling social status and even standing out in a crowd. The Egyptians used henna to hide their greys, a practice which is still widely followed by Indians. They also used gold powder on their wigs for a little shine. The Greek philosophers associated beauty with divinity, and using hair dyes to accentuate physical beauty soon became fashionable. Naturally, black-haired Romans found themselves infatuated with foreigners and their blonde hair.

Evolution

Before the 1800s, dyes were mainly made from plants, animals, or even dangerous chemicals that were a pain to use. In 1907, French chemist Eugene Schueller cooked up the first 'safe' chemical hair dye for everyday use, and he called it "L'Oréal" after striking off "Oréal".

Early days of commercial hair dyes

During the 1930s, the actress Jean Harlow set the world abuzz with the platinum blonde trend through her role in a Howard Hughes film. As time marched on into the 1970s and 1980s, icons like Cyndi Lauper and David Bowie boldly embraced vibrant hair colours, reshaping societal norms and making hair dyes acceptable. Indian cinestars like Karishma Kapoor and Madhuri Dixit were seen with coloured hair in movies of the 1990s.

Scene today

Due to the surging trend of using hair colour as a fashion statement in addition to con-

cealing grey hair, the hair colour market has been growing steadily in India. While famous brands like L'Oréal, Godrej, Revlon, and BBlunt gave us colours that were subtle and understated, new brands like Paradyes, Crazy Colour, and Streak have set the trend of bold and vibrant colours, especially among the youth.

'Hair dyeing is a powerful vehicle for self-expression'

Sharing her insights on the trend, **Tanya Singh**, communication specialist at L'Oréal India Mumbai, says, "Hair dye colours reflect a broad spectrum of cultural expressions, ranging from the vibrant hues embraced by artists to the rich traditions of using natural colours like henna in Indian cultures.



Fashion trends and popular culture contribute to the ever-changing landscape of hair colour choices, impacting specific cultural groups. Within LGBTQ+ communities, vivid hair colours serve as symbols of pride and identity. In essence, the choices individuals make in colouring their hair are intricate reflections of the diverse cultural tapestry within which they exist; the role of hair is used as a powerful vehicle for expression and identity."

According to her, "There has been a shift in consumer preferences towards subtler and more natural looks, reflecting a desire for an effortless appearance that suggests minimal styling. However, despite this shift towards subtlety, there remains a significant segment of individuals who cherish and embrace unconventional hair colours like teal, red, or blue. For them, vibrant hair serves as a powerful means of self-expression and identity. These individuals appreciate the bold colours, using their hair as a canvas to convey uniqueness."

Speaking about the current trends, she says, "The beauty industry is experiencing

a shift as consumers increasingly prefer natural ingredients in hair dyes, moving away from traditional formulations with harsh chemicals like ammonia. In response to evolving consumer demands, the industry has adapted by offering hair dyes that cater to more natural, nourishing, and environmentally friendly alternatives."

She further says that specific trends in hair dye styles and colours often emerge and gain popularity, and social media plays a crucial role in shaping and disseminating these trends.

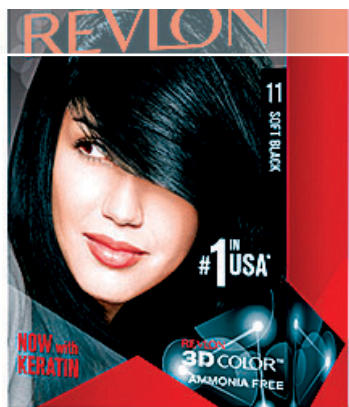
"As trends continually evolve, individuals seek distinctive and standout looks when opting for hair colouring, striving for uniqueness within their circles. Hashtags, challenges, and user-generated content contribute to the rapid dissemination of specific colours or styles, fostering a sense of community among those passionate about self-expression through hair," she adds.

'Unconventional hair colours in vogue'

Shilpi Sangita, a professional salon artist working at Jawed Habib, shares,

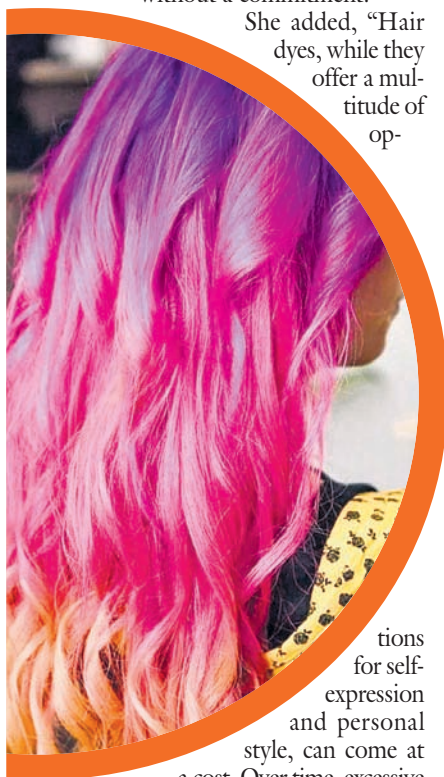
"The introduction of Wash in Colour Hair Colour laid the groundwork for an expansive range of hues and inventive methods that thrived in the 1990s and continued to evolve. Bollywood icons such as Karishma Kapoor and Madhuri Dixit showcased coloured hair in films from that era. In earlier times, before the advent of hair dyes, charcoal was employed to colour and conceal grey hair. However, contemporary influences from social media and youthful fashion trends have led to the widespread adoption of vibrant and unconventional hair colours."





According to her, “There are several types of hair dyes available in the beauty industry, each catering to different preferences and needs. From permanent to temporary options, hair dye offers a world of possibilities for personal expression. Permanent hair dyes are a go-to for those looking for long-lasting, dramatic colour changes, while semi-permanent dyes offer vibrant shades that gradually fade without a commitment.”

She added, “Hair dyes, while they offer a multitude of op-



tions for self-expression and personal style, can come at a cost. Over time, excessive use of hair dyes can lead to weakened and brittle hair. Many of my clients experience issues such as dryness, split ends, and even hair breakage due to the chemicals in the dyes. To mitigate the damage, it's crucial to use high-quality, ammonia-free dyes and invest in regular deep conditioning treatments. Taking breaks between colouring sessions and giving your hair time to recover is essential.

Opting for more natural shades and highlights can also reduce the impact on hair health, allowing you to enjoy the best of both the world's vibrant hair and its long-term well-being.”

“While hair dyes can be a fun and transformative tool, it's essential to balance the excitement of changing one's hair colour with proper care and consideration for the potential damage it can cause over time,” she concluded.

'Evolution is reflection of societal influences'

Payal Ray from Bhubaneswar shares, “Our parents and grandparents were pretty used to the idea of using hair dye as a means of concealing ageing. Almost a decade ago, circa 2013–2014, there was a new trend that became a topic of discussion. Highlights are that style of hair colouring where only a few sections of your hair are dyed a different shade, usually golden brown or blonde. Cut to a decade later, the discussion has shifted to a bolder choice of colours that are completely different from any shade of colour found around the world.”

She further added, “The evolution of hair dye trends among the youth reflects a dynamic blend of self-expression and societal influences. Today's youth use hair colour as a powerful form of personal branding, breaking free from traditional norms. The journey of trends in hair dyes showcases a vibrant canvas of experimentation, where individuals

boldly embrace unconventional hues to convey their unique identity.”



She continued: “Social media platforms play a pivotal role, amplifying and disseminating these trends at an unprecedented pace. Ultimately, the trend reflects a generation unafraid to redefine beauty standards and embrace diverse, colourful expressions of individuality.”

She further said, “In recent years, there has been a noticeable shift in attitude as people in Odisha are slowly embracing the trend of bold hair colours. The influence of urbanisation, exposure to global fashion trends, and the widespread reach of social media have all played a role in changing perceptions.”

Social media and influencers also play a pivotal role in the popularity of hair dye brands among youth.

“Social media acts as a catalyst, turning hair colouring into a widespread and fashionable trend that resonates with the dynamic preferences of the youth. The constant exposure to vibrant hair transformations on platforms like Instagram and TikTok creates a trend-

driven culture.

Influencers, with their extensive reach, normalise and glamorise experimenting with hair colours, inspiring young individuals to express themselves through unique shades. The visual appeal and relatability foster a desire for personal reinvention, driving the popularity of diverse hair dye brands,” she concluded.





Simple yet stylish

IDITAL, THE PRIMITIVE FORM OF SAURA PAINTING INVENTED BY THE TRIBALS OF SOUTH ODISHA, RECEIVED GEOGRAPHICAL INDICATION TAG LAST WEEK BY THE UNION MINISTRY OF MSME

SATYABRATA PANIGRAHY

Odisha, the land of Lord Jagannath (considered primarily a tribal god), is home to 62 types of tribes. One of them is the Lanjia Saura tribal community, known for its distinctive heritage and culture. Now the Saura tribe is in the limelight because of their age-old, unique art form.

Idital, a kind of Saura painting invented by the community living in South Odisha districts, was accorded a Geographical Indication (GI) tag last week by the Union Ministry of MSME Department. Credit goes to the tribal artisans, who have preserved this primitive art form for hundreds of years. The Saura community mostly resides in Rayagada and Gajapati districts of Odisha. Their artistic heritage is as old as their origin on this earth. Artists from the Lanjia Saura community transformed Rejingtal village in Rayagada district into an art gallery. Over 50 artists of the community painted every house in the village red, on which they made white motifs of impressive and lively Saura paintings.

Inspired by nature, devoted to nature. The most striking feature of this painting is that simple geometric forms and patterns are used to create an exquisite piece of art depicting tribal lifestyle, culture, festive dance, and hunting practices. Saura tribes are mainly nature worshippers. Hence, their painting is

also inspired by nature. The pictures depicted in the Idital are those of the human forms: sun, moon, elephant, horse, pig, snake, bow and arrow, and trees, among other things. The tribal artisans paint Idital as a symbol of devotion to the tribal deity. Jodisum and Jananglasum are two known Idital styles of painting.

An organic art form

The backgrounds of these paintings are prepared from red ochre earth, which is then painted over canvas using brushes created from tender bamboo shoots. They use natural dyes derived from white stone, vermilion, and a mixture of tamarind seed, flower, and leaf extracts.

One can see that, starting from canvas, brushes, and colours used, all are purely organic. Saura tribal artisans do not make use of factory-made products or apply chemical paints to create such beautiful Idital art pieces.

Where the wall is canvas

For any painting to be done, one needs a proper canvas upon which the artist moves his brush. For sand artists, the long-stretched sea beach becomes the only canvas; for a weaver, it is the handloom cloth on which figures are printed. Interestingly, the tribal artists don't need any canvas except the walls of their hut. That's why Idital falls under the category of mural painting. Men from pre-historic times first started drawing figures on the cave walls, and those cave paintings are called mural paintings.

Tribal art is gender-inclusive

Mostly tribal women, being masters of this art form, decorate their organically made



economic benefit is always attached to art and crafts. But the important thing is the marketing of that art product. In recent times, Idital Painting has managed to draw the attention of the market community. Lanjia Saura development authority of Putasingh village in Rayagada district is trying hard to push the boundary for promoting tribal products. A positive sign can be seen on the e-commerce sites as the tribal paintings printed on t-shirts are available for sale on different platforms.

A beacon of light

While the wave of modernity is rushing everywhere, the Saura tribal community is no exception, and their Gen-Z children are unaware of their culturally distinct past, the elders of this community have taken up the task of documenting their own lifestyle on the walls through mural art. In that context, the accordance of the GI tag to Saura painting has become a beacon of light for the next generation to continue their efforts to preserve this art form.

The writer from Berhampur (Odisha) is a columnist and a corporate communication professional.

home with organic Idital painting, with a major portion of the canvas exhibiting women carrying buckets, dancing in circles, and hunting wild animals. It shows tribal women's high rate of participation in the social sphere of life, having no gender discrimination like the so-called mainstream society. Generally, in a tribal family, women are given great importance, and they do all the work like their male counterparts. In fact, tribal women are economically and culturally self-reliant, which is reflected in the Saura tribe's art form.

Market matters

Any artistic creation has some psychological benefits on the mental plane of a human being. Entertaining and thought-provoking elements are there, which may or may not have any physical impact. But some sort of



Kajal shares her motto for 2024

Actress Kajal Aggarwal last week opened up on her 'motto' of the year 2024, and it is 'sweat, sacrifice and success'.
 The actress is known for her work in the movies like *Chandamama*, *Om Shanti, Darling*, *Singham*, *Special 26* and many others.
 Kajal, who enjoys massive fanbase of 27 million followers on Instagram, shared a mirror selfie, wherein she can be seen posing in a gym, wearing a black T-shirt and matching leggings.
 The backdrop shows a message written on the wall, which reads as: "Sweat, Sacrifice, Success."
 The Hey Sinamika actress captioned the photo as: "Motto."
 On the personal front, Kajal had tied the knot with Gautam Kitchlu in October 2020. The couple has a baby boy Neil.
 While, on the work front, she next has *Indian 2*, *Uma*, and *Satyabhama* in the pipeline.

IAN S



Babushaan's next titled *Pabar*

Odia actor Babushaan Mohanty announced the title of his new movie January 1, 2023.
 Titled *Pabar*, the family entertainer will be directed by Ashok Pati and produced by Tripti Satpathy.
 Amit Kumar Dadh has penned the story while Pranab Prasanna Rath writes the dialogues and screenplay for the movie. Gaurav Anand will score the music, informed the makers.
 Slated to be released on Raja festival, the movie will go to the floor soon once the cast is finalised, they added.
 Babushaan was last seen in *Malyagiri* which recently completed 50 days in theatres while Pati's last directorial was *RAM* starring Aarindam Roy. The actor-director duo has worked together in multiple movies including *Love Station*, *Sister Sridevi*, *Tu Je Sei*, *Ajab Sanjura Gajab Love*, *Love Pai Kuch Bhi Karega*, *Sriman Surdas*, *Golmaal Love* and others.

PNN



Janhvi recalls the moment she lost her mom



Actress Janhvi Kapoor, who recently appeared on the streaming chat show *Koffee With Karan* along with her sister Khushi Kapoor, shared the heartbreaking moment when she came to know that her mother, the legendary actress Sridevi, suddenly died.
 The *Bawaal* actress recounted the moment to show host Karan Johar: "When I got the call, I was in my room, and I could hear wailing from Khushi's room. I think I barged into her room, howling and crying, but what I do remember is that she looked at me, and the minute she looked at me, she just stopped crying. She just sat next to me and started comforting me, and I've never seen her cry about it since."
 Khushi shared: "I felt like I had to hold it together for everyone because I feel like I've always been the strong one."
 Sridevi passed away in February 2018 in Dubai. The family had gone to Dubai to attend the wedding of her husband Boney's nephew, Mohit Marwah. But Sri decided to spend a couple of days in Dubai to shop for her elder daughter Janhvi's 21st birthday after the wedding. The cause of her death was revealed to be accidental drowning.

IAN S

'Being a woman is wondrous thing'



Actress Sonam Kapoor revealed that it took her 16 months to feel like herself again after the birth of her son, Vayu Kapoor Ahuja, in August 2022.
 The *Neerja* actress took to Instagram, where she shared a string of pictures. She then captioned the images by penning, "It's taken me 16 months to feel like myself again."
 "Slowly, steadily, without any crash diets or crazy workouts, just consistent self-care and baby care. I'm not there yet, but almost where I want to be...still very very grateful for my body and how incredible it has been," she wrote.
 She also added, "Being a woman is a wondrous thing. #babymomma #proudmomma #everydayphenomenal #vayusparents." Sonam and Anand tied the knot on May 8, 2018. In 2022, the couple announced that they were expecting their first child together.

IAN S

A houseboat ready to set off for a cruise

Malabar backwaters beckon



M Pradyu

India is one of the most sought-after tourism destinations, and it offers a plethora of tourism spots that vie with one another with their own unique history, heritage, culture, cuisine, and people.

Kerala, no doubt, ranks in the top ten among the Indian tourist destinations and is globally famed for its eternal greenery, palm fringe beaches, bluish backwaters, marine culinary-cum-food delicacies, and traditions. When it comes to Kerala, God's own country, the backwaters and the scenic spots of Alleppey and Kochi are the first pictures that come to any tourist's mind. The northern region of Kerala, the Malabar, offers something more than this, but unfortunately, very few of the tourists are aware of this. The northern districts of Calicut, Kannur, Wayanad, and Kasargod have an infinite number of tourism spots that offer nothing but the best. Studded with ancient sacred groves, pristine beaches, forts, hills, and serene backwaters, the North Malabar region is undoubtedly a tourist paradise.

Among the destinations that are now fast picking up beckoning tourists is the Nileshtar backwaters of Kasargod district (just 20 km from the very popular Bekal fort). The backwaters are on par with Alleppey

and Kumarakom, but surprisingly, as many tourists do not visit Nileshtar backwaters, it is not so crowded, and a peaceful ambience prevails, making houseboat trips a pleasure-guaranteed experience. As it is not highly commercialised, one can experience an authentic Kerala-style experience, which is why the backwaters have become an ideal destination for families, off-beat travellers, group travellers, photographers, and honeymoon couples.

The tranquil environment with mesmerizing shorelines studded with coconut and palm trees, the charming canoes passing by, fishermen netting the fish, and the blue sky above with floating clouds from the Arabian Sea make the trip truly magical.

Untouched and unexploited natural beauty makes the backwaters of Nileshtar a real heaven on earth. The trip covers the backwaters of the River Tejaswini, its branches, and the landscapes of Valiyaparamba. The whole scenario depicts the unexplored life of rural Kerala. The silent waters, the golden banks, the friendly village folk, and fresh seafood are some of the perks a tourist gets during the trip.

The trip also gives one a first-hand experience of the rural life of northern

Kerala, which in itself is something exotic. Several packages, according to the budget of the tourists, are available, and they range from day cruises to lunch cruises, sunset cruises, dinner cruises, and overnight cruises.

What makes the cruise memorable is the food provided. Local recipes with

relish taste buds make the trips remarkable, making one want for

more!

The local vendors and farmers play a pivotal role in laying out the dining tables of the houseboats with high-quality, delicious meals.

All the cruises have a specialty of their own, and the evening cruises are the ones that most tourists look forward to. An evening cruise makes any tourist transported to a world of its own: an orange sun dipping into the bluish waters, the magical beauty of the evening sea, the enticing emerald forests on the banks, and the migratory birds hovering above us make the trips hypnotical.

The best time to visit the Nileshtar backwaters is between the months of November and February.

Nileshtar is a town in Kasargod district and is well connected by road and rail. The Kannur international airport is just 75 km away, and the Mangaluru airport is 90 km from here. A number of agencies have sprouted up to cater to the needs of tourists. When in Kerala, a trip to this part of the world is highly recommended.

The writer is Vice Principal, Sree Narayana Vidya Mandir Senior Secondary School, Kannur (Kerala)

a unique flavour, mouth-watering fish food, appetising snacks, and items to

STUDED WITH ANCIENT SACRED GROVES, PRISTINE BEACHES, FORTS, HILLS AND SERENE BACKWATERS THE NORTH REGION OF KERALA IS UNDOUBTEDLY A TRAVELLERS' PARADISE



Nileshtar houseboat yard

Scenic pictures alongside the banks of the backwaters

Light on wallet

A number of houseboats are now available in the Nileshtar backwaters. The fare for cruises varies depending on the food, boat capacity, accommodations, and trip arranged. According to the information available, for day cruises, it is Rs 10,000 for a group of eight members, and an extra amount is to be paid for additional members (no extra expenses for meals and refreshments). Lunch, overnight and sunset cruises also come around the amount aforementioned.



Bandana

PHOTO: KAMAL PHOTOGRAPHY