

APRIL 21 - 27, 2024

SUNDAY POST

HERE . NOW



World Book Day – April 23

Remaining Relevant

COVER STORY

P 3,4

MY SUNDAY



With son

Family retreat

I cherish the downtime once a shoot is over. Those days are all about the family. I enjoy spending time at home with my wife and son. Sometimes my son and I bond over video games which adds a fun element to our family time.



With family

Cinematographer Subhansu Kumar Das has earned a name for himself with his works in movies and web series like 'Filmistaan', 'Ram Singh Charlie' and 'Kaun Kitne Paani Mein'. The man from Bengunia in Khurda district added another feature to his hat when he made his directorial debut in the acclaimed Odia movie 'Pushkara'. Mumbai-based Subhansu, when free, enjoys a ride through Aarey Colony, the green lungs of the city



Cooking is therapy

I not only enjoy eating Indian cuisines, but I'm also pretty good at cooking them myself. Whenever I'm at home, I love to cook; it's like therapy for me and helps me relax.

On switch-off mode

As someone who works in the entertainment sector, I rarely have Sundays as my off. But if I have the opportunity, I start the day at a slower pace by not bringing work home. I switch off, relax, and enjoy quality time.

Literary getaways

In my spare time, I enjoy reading books, getting ideas for visuals and stories, and immersing myself in imaginary realms that enrich me.

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 you call a frog stuck in the mud? Unhappy.
- What do you call a fish with no eye? FSH
- Where does a polar bear keep his money? In a snowbank!
- What dog can jump higher than a building? Anydog, buildings can't jump!



PURI'S CULTURAL PRIDE

Sir, As a native of Puri, I've witnessed numerous festivals in the Holy City. Sahi Jata, an open theatre spectacle, remains underrated amidst the popularity of the Rath Yatra. Rooted in Puri's cultural essence, Sahi Jata epitomises unity and heritage, stemming from the temple's history. Despite its significance, Sahi Jata struggles with recognition, prompting preservation efforts. Evening performances aim to reignite interest, welcoming both locals and tourists to partake. The festival's allure lies in its vibrant procession, featuring martial arts, dance, and historical reenactments. Participants, trained rigorously, imbue characters with reverence, enriching the celebrations. Sunday POST's coverage signifies a step towards preserving this cultural gem, fostering pride in Puri's traditions.

RAGINI SAHU, PURI

LETTERS



A WORD FOR READERS

Sunday POST is serving a platter of delectable fare every week, or so we hope. We want readers to interact with us. Feel free to send in your opinions, queries, comments and contributions to

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World Book Day – April 23

Remaining Relevant

DESPITE THE PHENOMENAL GROWTH OF DIGITAL MEDIA, BOOKS REMAIN AN IMPORTANT MEDIUM OF LEARNING AND SPREADING KNOWLEDGE BASE. THEY NOT ONLY OFFER UNIQUE READING EXPERIENCES, BUT ALSO HELP NURTURE SEVERAL ASPECTS OF HUMAN DEVELOPMENT



MADHUSMITA SAHU, OP

I think we should be delighted people still want to read, be it on a Kindle or a Nook or whatever the latest device is. J. K. ROWLING

In today's technology-driven era, the fate of books hangs in the balance amid a digital revolution reshaping how we access information. Yet, rather than heralding the demise of books, digital innovation offers fresh avenues and transforms literary landscapes profoundly.

However, the challenges posed by the digital shift in the publishing industry can't be undermined. Self-publishing platforms and online markets democratise book distribution, sidelining traditional publishers. The digital revolution spurs a literary renaissance, fostering creativity and collaboration.

Ahead of World Book Day, a few writers and passionate readers shared with **Sunday POST** their perspectives on books, both physical and digital.

'Digital innovation not threat to printed books'

Sharing his views on the issue, translator and columnist **Jatindra Kumar Nayak**, said, "As Umberto Eco aptly noted, 'Digital books emulate the format of their printed counterparts, which has endured for millennia and will likely persist into the future'. I believe digital innovation serves as a complement to the publishing industry in various ways. Publishers now release both printed books and their Kindle edition simultaneously, ensuring traditional book formats remain relevant."



Backing the relevance and importance of printed books, he added, "Global book sales indicate a thriving literary culture, debunking claims of its demise. E-books and audio books offer alternative ways to engage with literature without diminishing the appeal of

printed books. Publishing houses have adeptly adapted to these changes, as evidenced by successful novel-to-film adaptations and robust book sales. While libraries may face challenges in attracting visitors, digital platforms are not solely responsible for this decline. Traditional libraries can embrace digital resources to enhance their offerings without sacrificing their core identity."

Elaborating more on the relevance of traditional books, the Katha Translation Award winner carried on, "Despite advancements in digital technology, physical books remain irreplaceable, with ink on paper remaining the most reliable method for preserving written content. Leading nations like the USA and Britain have not abandoned their vast libraries in favour of digital alternatives, highlighting the enduring value of physical books and manuscripts."

E-books and audio books have expanded reading opportunities, especially for travellers, demonstrating that digital innovation complements rather than threatens the future of books. If there's a decline in book reading, the root cause lies elsewhere, not in digital innovation, says the translator of *Yantrarudha*.

'The convergence of digital innovation and printed books holds vast potential'

Adyasha Das, an Associate Professor at

the Indian Institute of Tourism & Travel Management (IITTM) in Bhubaneswar and a best-selling author, first talked about how the publishing industry has undergone revolutionary changes.

"In this era of digital advancement, publishing undergoes a significant shift, marking a new phase characterised by enhanced accessibility, interaction, and literary diversity.

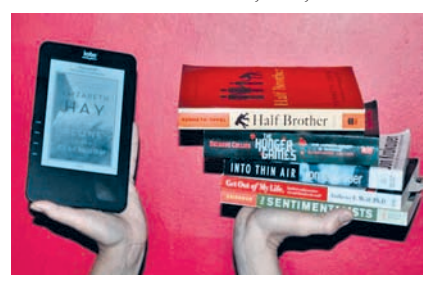
Digital technologies revolutionise every facet of publishing, spanning from content creation and dissemination to engaging readers and beyond. E-books, audiobooks, and digital platforms democratise the publishing realm, facilitating authors' global outreach with unprecedented simplicity," she said.

In the same breath, she added, "Digital publishing introduces innovative storytelling styles, interactive multimedia experiences, and immersive narratives, surpassing traditional print boundaries. With the ascent of social media, online communities, and digital marketing tactics, authors establish direct connections with readers, nurturing a more personal and engaging rapport. As we embrace the digital revolution in publishing, we witness the emergence of a lively literary ecosystem that reshapes how we craft, consume, and interact with literature."

Coming back to the importance of printed books, Das said, "While digital publishing transforms how we access and enjoy

literature, physical books provide a distinct and irreplaceable encounter that digital formats cannot wholly replicate. Firstly, physical books offer a tactile and sensory journey cherished by many readers. Secondly, physical books hold sentimental value, often passed down through generations, gifted, or displayed as cherished mementos. Their physical presence evokes nostalgia, connecting readers to past reading moments. Moreover, physical books offer practical advantages, functioning without batteries or electronic dependencies, ensuring accessibility in diverse environments. They are immune to digital vulnerabilities like data loss or hardware malfunctions. Additionally, physical books bolster local bookstores, libraries, and the broader publishing ecosystem, contributing to community culture and serving as hubs for literary exploration."

The Forgotten Goddesses author, talking about the future of books, said, "One com-



elling facet of the intersection between digital innovation and the future of books is the democratisation of literature and storytelling. Digital platforms empower aspiring authors to publish their work globally, circumventing traditional gatekeepers. This democratisation ensures diverse voices, perspectives, and narratives reach readers worldwide, enriching the literary landscape and fostering inclusivity. The convergence of digital innovation and the future of books holds vast potential to broaden literary access, foster creativity, and enhance the reading experience globally."





As technology evolves, Das anticipates that digital tools and platforms will continue shaping storytelling, contributing to a dynamic world of books.

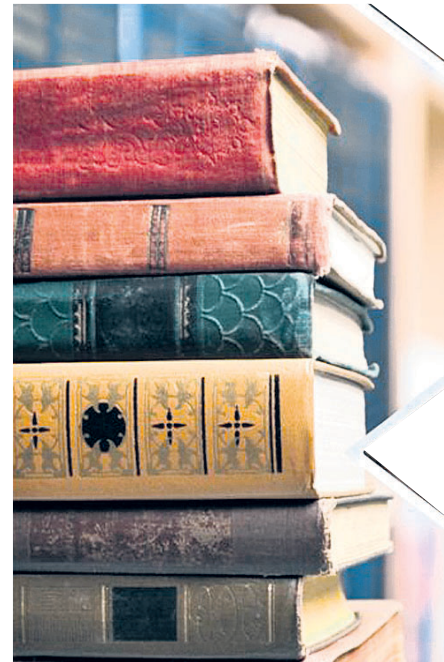
'Printed books' rich history assures their future resilience'

Akankshya Mahapatra, an avid reader, thinks traditional print books will endure despite digital innovations.



She said, "I believe printed books possess greater longevity than commonly acknowledged. Printed books' rich history assures their future resilience. However, I'm concerned about the social implications arising from their concentration among the affluent. Urban readers often value printed books not just for reading pleasure but also for their aesthetic allure, contributing to a personalised atmosphere and self-image. While the demand for publishing books persists, the trend of using them as symbols of social status raises concerns."

Explaining how digital mediums like e-



books and audio books have revolutionised the way people engage with literature, she added, "E-books provided a convenient entry into literature during my youth, when I viewed reading with scepticism due to its association with tedious schoolwork. They offered an affordable means to explore books freely, fostering a gradual appreciation and serving as a welcome distraction from social media scrolling. Recently, I ventured into audio books, which offer a different literary experience, emphasising listening skills over reading. This familiarity with audio books enhances one's ability to engage with various forms of discourse, whether it is through cinema, music, or lectures, making it easier to maintain focus and attention."

She wrapped up by sharing her perspective on whether digital advancements widen access to literature or introduce fresh hurdles to accessibility. She said, "Digital innovations' democratisation or exclusivity reflects socioeconomic dynamics. While accessible to the literate with internet access, it's constrained by societal inequalities. Addressing these structural issues is crucial for true democratisation. Without societal change, digital innovations won't embody genuine democratic principles."

'E-books and audio books are cool but traditional books are going nowhere'

Smruti Rekha Sahoo, an English Literature student, said, "I don't think printed books are going anywhere. Sure,



I'm not particularly fond of e-books. I understand their convenience for some people, but personally, they lack a certain soulfulness for me. With e-books, you can't fold a page to mark your place, jot down little notes in the margins, or relish the satisfaction of seeing a well-loved spine after numerous readings. Screens come with a slew of distractions—notifications, games, and the endless abyss of the internet. A physical book demands your full attention, drawing you into the narrative without the temptation of digital diversions."

The booklover said, "Certainly, e-books may come with a lower price tag, yet libraries have long served as an excellent avenue for borrowing printed materials. However, the fundamental concern lies in the digital disparity. Not everyone possesses a device or access to the internet, effectively excluding them from this digital realm. Additionally, the proliferation of digital content poses challenges to local bookstores, which serve as hubs for discovering overlooked literary treasures and fostering a sense of community around reading."

She concluded by saying, "It's important to consider the impact on authors as well. With a decline in physical book sales, their earnings suffer. Furthermore, the existence of illicit free download platforms exacerbates the issue. While they may appear advantageous to readers, they ultimately undermine the livelihoods of the very individuals who craft the narratives we cherish."

e-books and audio books are cool, but there's just something special about holding a physical book. The papery smell, the satisfying weight in your hands, and the joy of turning actual pages on a rainy evening while slowly sipping your coffee—it's a unique experience. As traditional readers, when we see an old book, the first thing we do is smell its pages, and the dopamine release we get from that can't be compared to the short-term happiness provided by today's Instagram reels. As readers, we have a different kind of obsession with piling up books and adding new books to our TBR list."

Sahoo, sharing her interest in traditional books, said, "To be honest,



World Earth Day – April 22

Protecting the planet



MADHUSMITA SAHU, OP

As the world gears up to celebrate World Earth Day, it's increasingly evident that the younger generation is taking the reins in the fight against environmental degradation and climate change. From grassroots activism to innovative initiatives, young people are spearheading efforts to protect our planet and advocate for sustainable practices.

Young activists worldwide are leveraging social media, protests, and educational efforts to demand action on environmental issues from governments, corporations, and communities. For instance, the Fridays for Future movement, sparked by Greta Thunberg's solitary protest in Sweden, has blossomed into a global campaign, with students staging weekly strikes for climate action.

On the other hand, many youths are pioneering sustainable solutions, from renewable energy projects to waste reduction initiatives. Collaborative efforts like the Youth Climate Summit and environmental hackathons foster creative problem-solving across disciplines.

So, the objective is to protect the Earth and take care of it.

Ahead of World Earth Day, a couple of young climate leaders shared their thoughts on the issue with **Sunday POST**.

Popularly known as the Climate Man of Odisha, **Satyabrata Samal** is the founder of the Sattvic Soul Foundation. Besides, he continues to work on building a plastic-free society for a better world. The foundation also works on climate education, waste segregation, and capacity building for leaders by giving youth guidance-backed chances to lead the community.



positioned to drive change in the ongoing environmental movements, he said, "Yes, of course. Youths hold the capacity to enact lasting solutions due to their significant presence, constituting a quarter of the global population, approximately two billion individuals. With a determined commitment to driving change, this demographic can accelerate progress towards a healthier, more sustainable planet. I envision a future where Earth is not merely a place of survival but a thriving habitat for generations to come."

On the challenges faced by a youth leader during environmental activism, he stated, "As young leaders, our primary hurdle lies in inspiring fellow youth to engage in volunteerism, given the prevailing lack of enthusiasm for climate action. Motivating them to participate in long-term, unpaid commitments presents a significant challenge. However, we've found a solution that often proves effective: maintaining a consistent pace of action within society. This approach allows young people to integrate climate activism into their daily routines, enabling

Satyabrata Samal, known as the Climate Man of Odisha says he envisions a future where Earth is not merely a place of survival but a thriving habitat for generations to come



them to manage their time effectively. Balancing personal and environmental responsibilities requires dedication, but a steady, sustained effort is essential for progress."

He also added that technology plays a role in mobilising young people for environmental action. "Cutting-edge, ever-developing technology has been the face of this generation, and yes, this technology does help us too! The combined power of AI and social media helps us a lot in awareness drives and motivating and attracting youth

towards climate action. It helps us reach out to the masses and also many times helps us with new ideas," he further said.

Quizzed on state's role in mitigating environmental issues in future, he added, "I hold a vision of establishing Odisha as a prominent centre for young environmental leadership, cultivating individuals who drive change and influence climate action.

This entails envisioning Odisha as a focal point for youth-led initiatives addressing climate change. However, achieving this dream necessitates mobilising young leaders, addressing climate instability, and maintaining unwavering dedication to our planet."

Abhishek Mani, a spokesperson for Youth4Water Plus Campaign under UNICEF Odisha, said, "I have always felt a strong inclination towards ensuring people take care of their surroundings. In my late teens, I got an opportunity to be a part of UNEP's Tide Turner Plastic Challenge,

which led me to explore my options for working in the development sector. It's a pleasure to conduct events around this year's topic, 'Planet vs. Plastic'."

Speaking on the young pioneers making change and leading the way for environmental activism, he added, "India has the largest number of youth, and if we fail to harness their intelligence and power to bring about change in today's day and age, it's a misstep on our part. Youth can drive change not only on the ground but also shape and change the mentality of people around them.



As a youth, it's very difficult to make a place on the table of change-makers when the youth is a very integral part of it. There is difficulty in getting support from parents, and the administration often fails to cater to youth's needs and doesn't understand them."

On the role of technology in protection of Earth, he said, "It is instrumental in mobilising young people for environmental action by facilitating communication, organising events, sharing information, and fostering global collaboration."

He wound up saying, "I hope to see young people continue to drive meaningful change on Earth Day and beyond, leading to a more sustainable and equitable world for all living beings."



Nirnaya to hit screens Apr 26

The making of anthology films is not new to the Hindi film industry. But in Odisha, it certainly is an experiment. On the heels of Anupam Patnaik's *Trikanya*, yet another anthology film, comprising four shorter films that are distinct from one another, is set to hit the big screens April 26.



Decision), the movie is directed by Rajendra Mohanta and produced by Tiki Patnaik. The film's ensemble cast includes Choudhury Jayprakash Das, Sukanta Rath, Bhaswati Basu, Pritiraj Satpathy, Swastik Choudhury, Naina Dash, Suryamayee Mohapatra, Shradhanjali Panigrahi, and Bijayinee Mishra. The story is penned by Subhashri Subhasmita Mishra, with dialogue by Sumit Panda.

Sumit has also written the songs, and the music is scored by Somesh Satpathy and Gaurav Anand. Sanchita Suvadashini, Ashis Pradhan, Anuradha Panigrahi, and Gaurav Anand render their voices to the songs. Director Mohanta, sharing the plot, said, "There are four central characters in the movie who falter at some point in their lives. The viewers have to determine which of their decisions left them stranded at the crossroads."

BIJAY MANDAL, OP

Parineeti's professionalism



Actress Parineeti Chopra recently garnered attention for her remarkable portrayal of Amarjot Kaur in the film *Amar Singh Chamkila*, receiving praise from audiences for her outstanding performance. Her commitment to the role was evident, as she intentionally gained 15 kilograms to embody the character authentically.

In a recent interview with an entertainment portal, Parineeti shared insights into her decision to undergo weight gain for the film and its impact on her career. Despite warnings from industry peers about potential career repercussions, she embraced director Imtiaz Ali's advice to gain weight and minimise makeup to accurately portray Kaur. As a result of her significant physical transformation and focus on the film, she opted to reduce her public appearances and steer clear of the red carpet circuit. This choice led to missed work opportunities and fueled unfounded rumours regarding pregnancy and plastic surgery.

However, the actress remains steadfast in her preference for roles like Kaur, prioritising substance over superficial glamour. Drawing inspiration from actress like Vidya Balan, who also underwent physical transformations for roles, she remained committed to her craft and character portrayals. Despite the challenges she faced, Parineeti stood by her decision, and believed that dedication to her roles, akin to Balan's approach, leads to fulfilling and meaningful contributions to the film industry.

AGENCIES

Kriti: Crew isn't a male-bashing film



Actress Kriti Sanon, who was last seen in the film *Crew*, talked about her first-of-its-kind heist movie centered on three driven flight attendants. She clarified that the film's narrative is not intended to denigrate men, emphasising its focus on the story of ambitious women.

Talking to a magazine, the Mimi actress said that when she first heard the script from Rhea Kapoor, she knew this wasn't a manifesto on feminism. This wasn't about male bashing. This was just about the good, clean fun of three women outsmarting the authorities to steal a cachet of gold for themselves.

The heist comedy *Crew* features an ensemble cast including Kareena Kapoor Khan, Tabu, Diljit Dosanjh, and Kapil Sharma, alongside Rajesh Sharma and Kulbhushan Kharbanda.

On the work front, Kriti will be seen next in *Do Patti*.

AGENCIES

When Vicky was nervous during a shoot



Actor Vicky Kaushal has opened up about shooting the biographical war drama film *Sam Bahadur* in front of Field Marshal Sam Manekshaw's daughter, Maya, expressing his fear and nervousness.

Vicky, who appeared on the stage of *The Great Indian Kapil Show*, shared an anecdote regarding the shoot of the movie.

The actor recalled, "When you get to play characters like this, the responsibility is huge. I met Sam Bahadur's daughter Maya (aged between 75 and 80 years) multiple times to understand how he walked and spoke. We were shooting in Delhi, and I have never been so nervous in front of the camera."

In the same breath Vicky added, "She was watching the shot behind the camera. I was scared because I knew I would not dare ask whether I did it right or not. I just knew that if in her eyes I saw that she did not like it, then my confidence would be shattered, and more than half the film was left to be shot. But I was very happy to see that she had tears in her eyes after watching the shot, and that boosted my confidence."

The Great Indian Kapil Show streams on Netflix every Saturday at 8 p.m. IANS



PRITISHA DAS

The entire state is reeling under sweltering heat with every nook and cranny wearing a deserted look during the daytime. The extreme temperatures raise the risk of heat-related ailments. So, this is time to cool the body naturally to keep the heat at bay and the best way to do so is with fruits.

Here are a few tips to help you survive as the mercury climbs a new peak

WATERMELON COOLER COCKTAIL

One of the best parts of summer is enjoying a sweet, ripe watermelon. With the mercury hovering around 40 degrees Celsius this season, give watermelon a little bit of upgrade and turn it into a thirst-quenching drink. So, here goes the Watermelon Cooler Cocktail, a perfect summer sipper and a refreshing drink, with or without tequila to enjoy at any summer party. It's super easy you just need fresh lemon juice, mint leaves and some sparkling water and of course juicy watermelons if you want to make the watermelon cooler without alcohol. If you want to enjoy it with alcohol then tequila is the best liquor for this refreshing drink. Now make this bright cooler and cheers to Summer.



RAW MANGO WITH CHILI & SALT

Green raw mango with chili and salt are a match made in food heaven. Raw mango is the star fruit of summer. Its tangy flavour compliments the weather beautifully. Once you taste it, you won't be able to stop eating it and soon you'll be adding it to everything! This aromatic fruit is a greener version of the ripe and juicy mangoes. You'll find them abundant in markets just before the mango season is about to arrive till the first week of June. Raw mangoes' high vitamin C content helps to improve the immune system, making the body more resistant to infections and disorders. Consuming fresh mangoes throughout the summer can help prevent heatstroke. The simple recipe like this mango with chili powder does not require any kitchen skills, but gives immense pleasure with its taste and flavour.

WOOD APPLE JUICE

Bael, also known as wood apple juice, is known as the 'Queen of summer fruits.' It has been used for ages to calm the body and treat heat-related ailments. Keeping the body cool naturally, it also helps prevent heat stroke. Making the juice is quite simple. Break up the bael and scoop out the pulp with a spoon. Then, crush the pulp and remove the seeds. Add more cooled water and mash gently. Pour it into a strainer and push it against the sieve with a spoon. Extract as much pulp as possible, leaving behind the big fibres. Stir in the sugar until completely dissolved.

In a big container put the ice cubes, crushed mint leaves, and the juice. Stir and serve chilled. A pinch of salt can also be added which is optional.

The author is a popular food blogger of Odisha



Trina Das



WANT TO BECOME A MODEL?
Send us your photographs at
features.orissapost@gmail.com