

APRIL 18 -24, 2021

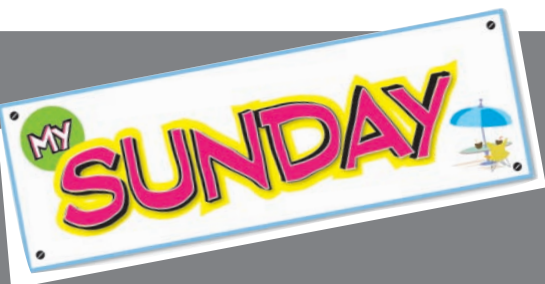
SUNDAY POST

HERE . NOW



A unique mission

P
3,4 COVER STORY



Young painter Sujata Behera from Sambalpur, who was recently felicitated by Odisha Lalit Kala Akademi for her exploits in an online art expo, loves to share the kitchen with hubby Manoranjan



With son



Spiritual inclination

Being an ardent devotee of Lord Shiva my days begin with worshipping Him and Sundays are no exceptions. Moreover, I spend an extra hour in this regard on Sundays.

Road-tripper

Going on a long drive with husband Manoranjan Muduli and son Somanshu is a much-awaited thing to do on Sundays. It makes our day extra special.



With husband

Kitchen buddy

Come what may, my husband never stops giving me company in the kitchen Sundays. I prepare non-vegetarian items while he prefers vegetarian dishes. Therefore, I eagerly look forward to this day of the week.

Honing skills

Somanshu and I religiously attend online art workshops on Sundays to sharpen our painting skill.

Sujata's artworks



Naturalist

Plants not only work as air purifiers, they often soothe our frazzled nerves. So, I have grown a balcony garden at my place to get a comfortable and pleasing ambience.

Street food lover

My friends from our residential colony and I are crazy about 'panipuri'. For us, a Sunday is incomplete if we don't gulp a dozen of these street snacks in the evening

RASHMI REKHA DAS, OP

WhatsApp This Week

Only on Sunday POST!

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

THE BEST MEMES OF THIS ISSUE

- If people are trying to bring you 'Down'... It only means that you are 'Above them'.
- Life was much easier when APPLE and BLACKBERRY were just fruits.
- Every mother on earth gave birth to child except my mother. She gave birth to Legend!
- My bed is a magical place where I suddenly remember everything I forgot to do.



COMMENDABLE ACT

Sir, I was deeply moved by the cover story on 'Locks of Love' published in the last edition of Sunday POST. The article highlighting how hair loss might seriously affect the self-esteem of a woman after she undergoes chemotherapy for cancer is thought provoking. It is really heartening to see some courageous women and girls are coming forward to donate hair for the cancer patients.

SHAIENDRA NAYAK, BHUBANESWAR

KUDOS TO AMIT SADH

Sir, I welcome actor Amit Sadh's decision to quit social media when the coronavirus is spreading its tentacles across the country. Indeed, not many people are amused by some trivial posts like gym sessions or holidaying in Maldives of a few celebrities. This is high time, the cine celebrities came forward to help those, especially the daily wagers who now struggle to meet ends.

SUBHRANSHU SEKHAR GANTAYAT, REDHAKHOL

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. Please send in your opinions, queries, comments and contributions to features.orissapost@gmail.com B-15, Industrial Estate, Rasulgarh, Bhubaneswar - 751010, Orissa. Phone (0674) 2549982, 2549948



A unique mission

Young physician Abhijit Upadhyaya has launched a startup 'Cytopot' to get ECG tests done free of cost, especially for those from poor financial backgrounds and living in rural areas

RASHMI REKHA DAS, OP

A study reveals that last year more than 45 lakh people in India succumbed to cardiovascular diseases, commonly referred to as heart attack. But the experts believe that the majority of these deaths could have been prevented, if the victims were aware about their heart health.

Here comes the need for ECG (electrocardiogram) tests. It can evaluate if your heart is healthy or has developed a problem. But this test is commonly done before a major surgery or if a heart problem is suspected. However, many people don't even consider undergoing ECG tests due to their lack of knowledge about the signs and symptoms of heart diseases. Keeping this in mind, young physician Abhijit Upadhyaya has launched a startup Cytopot to get ECG tests done freely, especially for those belonging to poor financial backgrounds and living in rural areas.

From the very first day of joining MBBS course, Abhijit has been trying his best to sensitise rural and tribal population about health issues by conducting health awareness programmes and camps free of cost through his voluntary organisation 'Being and Becoming'. He had a hypothetical plan in his mind for a startup that would improve the healthcare system by going digital and more easily accessible. For one and half years it remained in the planning stage. But things changed after he tested positive for Covid 19. Suddenly he could see everything with a much greater clarity. He realised the urgency of digitisation of even the healthcare system.

"I always wanted to launch a startup to provide better healthcare services. When I

was down with Covid, I decided to create a digital healthcare ecosystem through which we can better the healthcare system during pandemic. I realised that certain key problems of the healthcare system in the country — overburdened and disorganised private clinics and OPDs, overcrowding in the areas for patient waiting and lack of real-time updates about the unanticipated rescheduling of appointments — led to a loss of significant working hours for the patients and fewer patient consultations per day. I created the startup Cytopot to provide ECG services to patients freely as cardiovascular diseases ac-

counted for 28.1 per cent of total deaths in the country in 2020", says Abhijit, the CEO of Cytopot.

Upon being asked to explain the whole process of reaching out to patients, Abhijit says, "Currently we are accepting two types of booking for ECG. Patients can book through our toll free number or can book through our website by submitting their details. Once booking is done, our technician will make a call, confirm about the timing and reach the destination. The technician, following Covid protocols, performs the ECG in less than three minutes and sends

his observations to our cardiologist for interpretation. At present, we have three technicians, two assistants and five cardiologists in our team. In case of female patients, we send a female technician to record the ECG. Since, it is a recently launched concept, we have so far covered only Balasore and Bhubaneswar towns. For our doorstep ECG services, we now get booking of approx 15-20 patients per day. Within a couple of weeks we have done more than 1000 ECGs at doorsteps. Our aim is to cover areas where getting healthcare services is a distant dream and help heart patients with portable ECG machines."

Elaborating more about his startup, Abhijit says, "Cytopot is a digital healthcare system

that facilitates provision of standardized access to healthcare at an economic price but ECG service freely. On an integrated platform, the user and the service provider can have direct communication and an

appointment is scheduled. The system takes into consideration of the appointment with respect to the location of the user, distance between the user and the service provider, tracking the real-time location as the user moves and calculates the time-delay; thereby alerting both the service provider as well as the user.



A Cytopot member performing ECG test of a woman in Bhubaneswar



Abhijit

It operates through a unique algorithm to improve the time-management for the client availing an appointment for a consultation or a diagnostic work-up or other healthcare services. Additionally, if the user continues to move beyond a certain range/distance that cannot be covered in the stipulated time period and if there is no response against the alerts, the server automatically sends messages to the service provider for either rescheduling or cancellation of the appointment, taking into consideration of the travel time and other unforeseen time delays.

The user is able to explore the search based upon several criteria, such as a keyword search related to the service, geographic location of the service area, date and time of the service, the pricing and if a tele-consultation is available.”

What core members have to say...

Rotarian Aayush Jasoria says, “It has been observed that Odisha has inadequate ECG (electrocardiography) facilities which are leading to deaths in a majority of heart attack cases in urban as well as rural areas. It is indeed a big intervention from doctor Abhijit Upadhyaya and his team of Cytopot who have brought this ECG at the door step in Bhubaneswar and Balasore. Disease prevention and treatment being one of the focus areas of Rotary International, Rotary E Club of District 3262 has joined hands with Cytopot to take this initiative to pan-district and get the heart check-up done for patients in rural areas. This will



further help in creating awareness and Rotarians also can be taught first-aid to handle situations related to heart diseases.”

Abhinav Cardea, who works as Managing Director & Chief Executive Officer of Cardea Labs, feels Abhijit and his teammates are literally saving lives by this service at the bottom of the pyramid. There is a huge gap in the health-care ecosystem in Southeast Asia where a large number of people miss out on quality diagnostics because of cost and non-availability of technologies. Our team at Cardea Labs along with doctors at AIIMS, New Delhi have worked dedicatedly for years to develop a robust ECG system which can give a high definition, simultaneous 12 lead signals on any Android phones. The user can then instantly send the PDF report for analysis via services such as WhatsApp/mail. It gives a massive edge over the traditional paper based ECG machines and now the patients won't have to travel to get their ECG tests and its analysis done.”



“My role in the startup is to understand business and operations problems and find solutions. With my experience in building and scaling startups like Moveinsync, Swiggy and Cardekho, I have developed the right understanding to find practical ways. Abhijit sees this



Women at a free health camp in Balasore organised by the Cytopot team

company as a mission to improve healthcare in tier 2 and tier 3 cities. The zeal and enthusiasm of Abhijit and team has made me join them in their mission”, says founding member and executive officer for marketing and growth of Cytopot Udit Varshney.

From beneficiary

“As a business woman and a responsible mother, going to hospital for an ECG checkup is not only quite risky but it also takes up a lot of time from my busy



schedule. But thanks to Cytopot , that's no more an issue. I didn't have to step outside my house to get my ECG done. Looking at the current scenario where crowding puts individuals at high risk, I would say Cytopot is a big step in the healthcare industry at the right time”, says Mrs Supreety Mishra.

Expert speaks...

Bhubaneswar-based interventional cardiologist Soumya Ranjan Mahapatra maintains “After the age of 25 any person can develop myocardial infarction (MI). With the data we have, 15 per cent smokers can have risk for CVD, 21.1 per cent hypertensive people can have MI heart failure. However, many persons worldwide are globally silent for MI and other CVD. Elderly, individual with immunocompromised and with organ failure like renal and respiratory failure can have CVD.



People of any age group with anxiety , recurrent palpitations, pulses, head reeling syncope and presyncope attacks should be evaluated with simple screening with ECG. It is the most cost-economic and preliminary screening of CVD in a few minutes. Even deadly Corona virus has some effect on your heart in such a pandemic era of Covid 19. Door step ECG with online verified by cardiologist has a great initiative for our local community.”



An elderly person getting his ECG test done under the supervision of a Cytopot member at Balasore

Tales of Twists and Subtlety

To this rather mundane literary avenue of Assamese writers' English writing, a new star is shining with sharp scintillations, delving deep into humane attitude and behavioural subtlety penning his memoirs with compassion and utmost literary ardour. Well, he is Rabin Prasad Kalita, a fully self-made man, the spirit of an ever encompassing zeal spanning the wings with creative passion and restless to plant him in any field that is positive creation. Also, he is an ardent disciple of percussion instruments, looks passionately for new instruments, sometimes getting the same from a far-flung corner of the planet and coughing up a hefty sum at the dearth of some essential family needs. Such persons are a rare mortal particularly in a place like Assam, where 'silent endeavours', 'silent meditations are best neglected than pedantic and pompous small-time celebrities and dumping gibberish.

Well, *God's Shade & A mélange of true tales* is an outcome of penning his fondly remembered and cherished memories down memory lane. It's his life, pathways with potholes and bumping trajectories traversed by him only. He tried to share his experiences and thus to enrich our common individual heritages that make history. The book is a collection of twenty-three episodes of myriad memories which he compiled with finer sensitivities with great acumen ship of storytelling. The writer might have been influenced by O Henry and Somerset Maugham as each story makes an O Henry-like twist and subtlety, lucidity, and mastery of storytelling craftsmanship of Maugham.

Here, the writer has looked back on his past acquaintances and incidents he cherished without romanticising his perseverance, a backdrop where he had to trudge uphill and come out of the penury he suffered. This book can be motivational as well for those who struggle with the odds of destiny.

Assam-born English writers are a thinly populated crowd mostly from "Anglicized middle-class creamy layer" that took education in English medium and made their presence felt in a stark difference with vernacular brought up folk, who are by and large, rather put down for naiveties. Here, the writer is from a rustic and rural background and not from upstart city schooling of English medium. Generally "English" language is a big examination taboo particularly for a boy of such a rural setup. One would get dumbfounded to see the intricate, pulsating descriptions and avid narrations of craftily placed words so hand picked up from a vast vocabulary of hard collection, on each page. Besides captivating narrations and description of each situation in-camera framed visuality what makes one feel his nearby presence as if one is in an "Adda with a great talker having ultimate prudence of storytelling". One can feel the writer's heart, which is full of love and unlimited compassion. That is where the communicative skill of the writer best expressed.

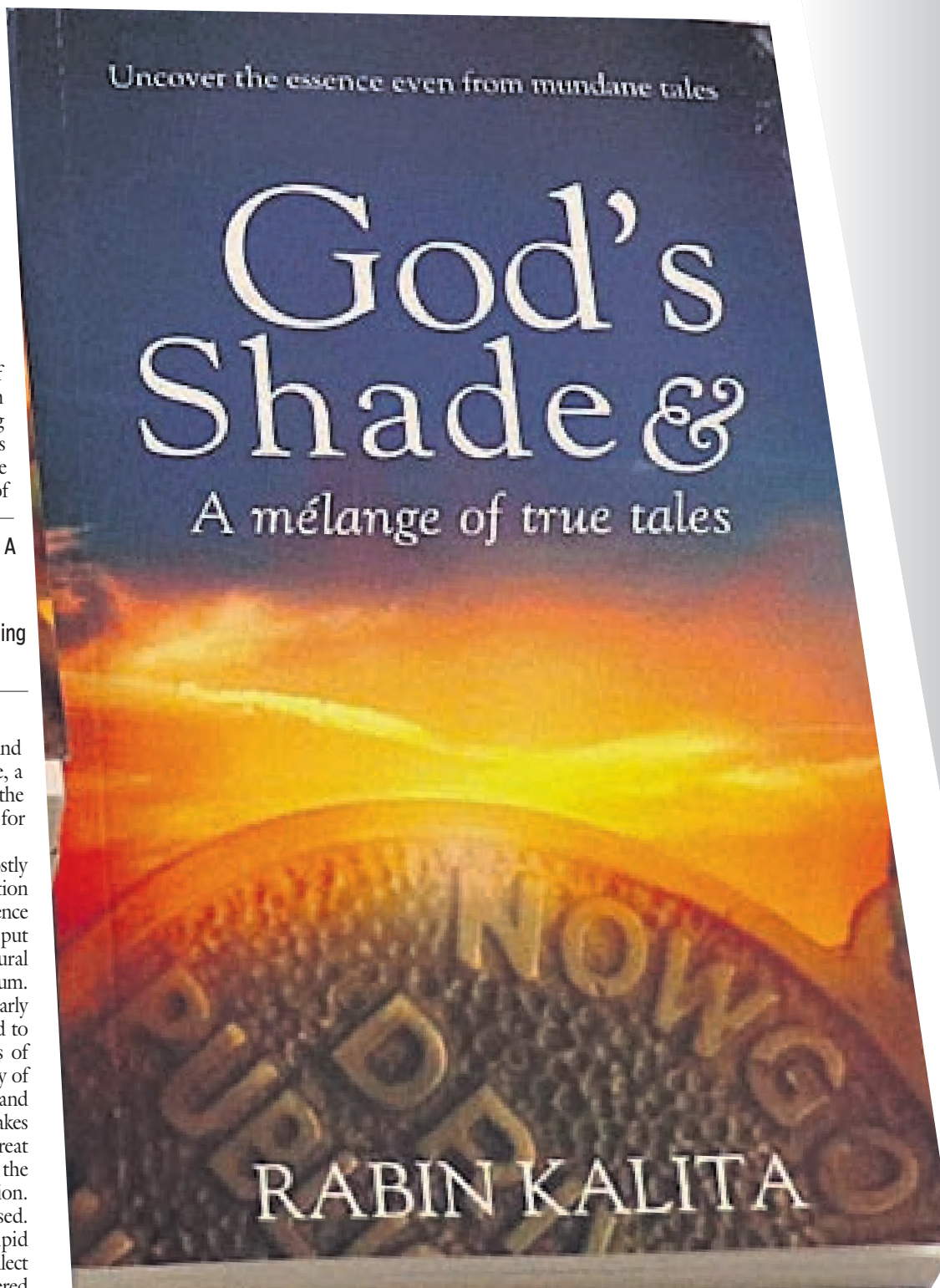
My recommendation to read this book is rather an insipid narration that makes a grotesquely ushered welcome. Kindly collect this book, not for a mere anecdotal reading, but to get bewildered to watch the magical transformation of a self endeavoured hero i.e. our dear writer Rabin Prasad Kalita. I am sure the writer will not disappoint you and truly he deserves back-up from all of us. Reading it will make you believe.

Name of Book: God's Shade & A mélange of true tales

Author: Rabin Prasad Kalita

Publisher: White Falcon Publishing

Price: 250.00



SIBA PRASAD SARMA
GUWAHATI

Rashmika's

parents almost couldn't believe she'd work with Big B

South actress Rashmika Mandanna, who will be sharing screen space with Amitabh Bachchan in the film *Goodbye*, says her family almost could not believe the news that she had bagged the film.

"Amitabh Bachchan — the name brings in so much respect. When my parents got to know that I would be starring opposite Mr. Bachchan in *Goodbye*, they almost couldn't believe it," she says.

"My parents are huge fans of his and while growing up, I have watched so many of his films. They were so excited for me!" she says.

Sharing the advice her parents gave her, Rashmika says: "They treated me like how a teacher teaches a student — 'Do a good job, be attentive and learn the lines well, which I think is very cute!'"

Goodbye is Rashmika's second Bollywood project after the upcoming spy thriller *Mission Majnu*. IANS



Ranveer in Shankar's adaptation of *Anniyan*

Tamil hit machine Shankar directs Bollywood star Ranveer Singh in the official adaptation of his 2005 Tamil blockbuster *Anniyan*, which stars Vikram. The film is slated to go on the floors in Mid 2022.

The yet-untitled project is being announced around the auspicious time of Baisakhi in North India and Puthandu in Tamil Nadu, which marks the New Year celebrations in these respective calendars.

Ranveer says: "I am blessed to have this opportunity to be a part of the spectacular cinematic vision of Shankar sir. He is an exception to the norm, a true disruptor who has shown us that no vision is large enough to achieve on screen. I had always hoped and dreamed that I would get a chance to collaborate with him, and I have a strong feeling that we will create magic together."

Ranveer shared that to lead a film like *Anniyan* is a dream come true for any artiste.

"Vikram Sir, one of our country's finest talents, an artiste who I hugely admire, gave a colossal performance in the original, one that can never be matched. I can only hope that my interpretation and rendition of the part also connects with audiences in the same way," he said. IANS

Ananya garners 18 mn followers

Raking in a million followers may not seem to be a huge feat in itself for the stars but to clock it in a span of two weeks is no mean feat and it was achieved by none other than the very young Ananya Panday. From 17 million followers on Instagram March 30 to 18 million by April 13 shows how fans are flowing in for the actress.

Ananya is not just an average B-Town star. Even after being pretty new in the industry she has solidified her place and claim as the youngest superstar of Hindi film industry. She has worked with all the next gen leading men.

Ananya also has a pan-India movie *Fighter* in her kitty already which makes her the youngest star to feature in one. The movie will also mark her debut in regional cinema.



Sanjana: Covid has an impact on pets

Actress Sanjana Sanghi, who is a pet-lover and has five pet dogs, says Covid has affected pets as they don't have the freedom to play freely outdoors.

"Covid has definitely had an impact on all pets, just like all of us feel cooped up and constrained, them, even more so. The trick really is to optimise whatever space we do have and come up with new games and tricks to have them move around within our homes as much as possible," she said.

The *Dil Bechara* actress often posts pictures with her dogs on social media.

Five dogs are a big responsibility and what helped was that everyone in her house is

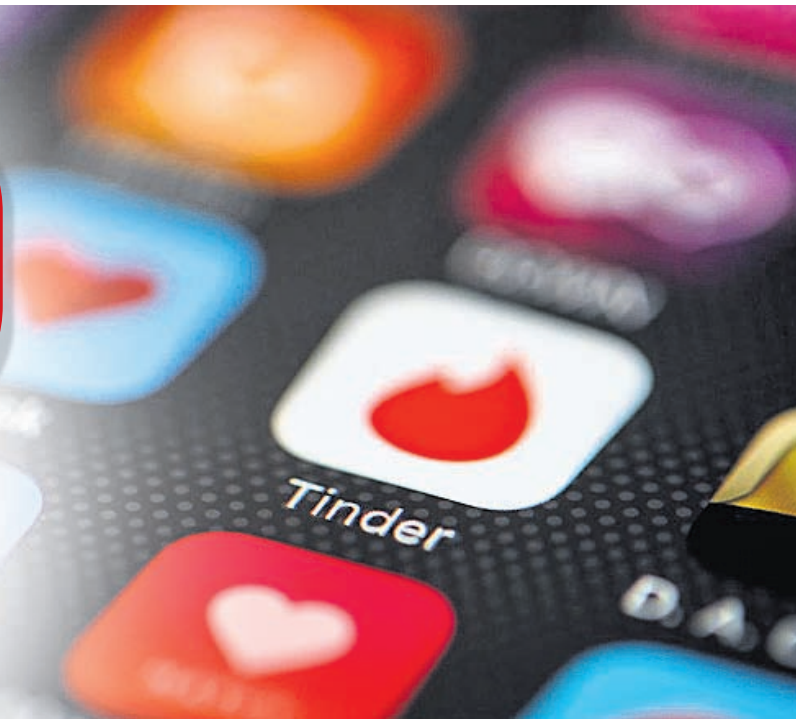


a dog lover, says Sanjana.

"Luckily, when it came to having dogs, whether five or more, it needed no convincing. I belong to a family of complete dog lovers. My five, are of different age groups and different breeds, so while it's a circus managing their respective meals, their walks," she says.

However, she adds that it is worth it. IANS

Dating revisits old school trends



A SURVEY REVEALS THAT WOMEN DATERS CRAVE FOR MORE EMOTIONAL ATTACHMENT IN COMPARISON TO THEIR MALE COUNTERPARTS

clined towards physical intimacy. Women daters crave all the more for emotional attachment as compared to male daters. Urban areas (63 per cent) daters give preference to emotional attachment whereas more than 40 per cent users from small cities and towns are upfront about their priority for physical connection.

ioned way of physically meeting before committing to their partner for a relationship

Deleting dating app

Majority of the daters (70 per cent), continue using the app despite finding the partner and want to keep their options open whereas only 30 per cent delete the app. Seventy-three per cent of male users and 54 per cent of female users continue using the dating app. Men daters openly express that it is highly unlikely of them discontinuing the usage of the app. On the other hand, 46 per cent women daters delete the dating app once they have found a partner. Despite possessing modern values, 64 per cent users in metro cities delete the dating once their partner search comes to end whereas 70 per cent of users from small cities continue using the app.

To summarise, the report suggests that the dating ballgame is ever-evolving and is witnessing major changes with many old school trends making a comeback. Physical dates are given preference despite the pandemic situation and are the deciding factor for the daters for committing to their partners. In the present fast-paced life, users crave emotional attachment while physical intimacy is secondary for them.

Meeting in person critical

Majority of the users (80 per cent) look forward to meeting their partners in-person to develop genuine connections. 72 per cent daters comprising of the users between 21-30 age group prefer the same. On the contrary, 46 per cent of the young generation below 20 years age group, are fine with virtual dating. Seventy-eight per cent men and 60 per cent women users choose meeting in person over virtual dating. Seventy-three per cent users from both metropolitan cities and towns no longer worry about the pandemic and express their desire to meet their date in person and only 27 per cent keep virtual dating as an option

Old-school physical date essential

Majority (58 per cent) of users in the 18-30 age category are of the opinion that virtual date is not sufficient and that they look forward to having a physical date to meet their partner. A startling 61 percentage of both men and women daters desire to meet their date before taking the big step. However, out of these, 39 per cent daters are flexible and can consider virtual dates to be the decisive factor for the relationship as well. Despite living a modern lifestyle, 61 per cent of people from metros and top cities prefer the old-fash-

With changing times, the dating scenario has also witnessed major shifts. According to a recent survey, various old-fashioned trends are making a comeback in the dating community and there are various notable changes in the behaviour and ideology of both men and women daters.

A popular dating platform's survey says that 60 per cent users seek emotional attachment in a relationship while 83 per cent prefer meeting the prospective partners in person rather than dating virtually.

It adds that 58 per cent users consider the meeting to be the decisive element for committing to their partner and the relationship.

The key highlights of the report are:

No more casual connections

Majority of the users (60 per cent) seek emotional attachment whereas 40 per cent look for physical connection. While 73 per cent females find an emotional connection with their partner to be important, 55 per cent men give preference to emotional attachment whereas 45 per cent males are in-





Priyanka

PHOTO: KUMAR SHARAT, OP