

AUGUST 21-27, 2022

SUNDAY POST

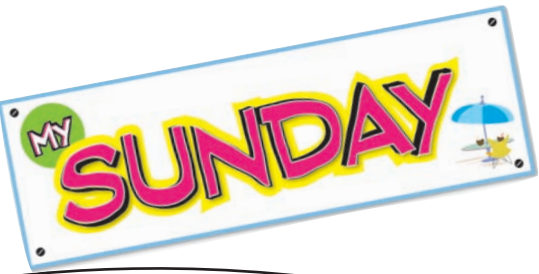
HERE . NOW



WOMEN'S EQUALITY DAY - AUGUST 26

Shattering Stereotypes

P 3,4
COVER
STORY



Cuttack-born Sindhu Biswal, who mentors startup founders, was recently named among '5 creators to know' by US-based professional networking site LinkedIn. The MBA graduate from Noida's Amity University loves to visit places with historical significance at his leisure



SMRUTI REKHA BARIK, OP



Fitness freak

I am heavily into fitness. I don't skip my work outs even on weekends, unless I am travelling. I do boxing and HIIT mostly on weekends.

Love for mountains

I am in love with the Northern mountains, having travelled a lot in Himachal. These days mostly I love visiting places with historical significance

Pet parenting

I enjoy the company of my furry friend, a dog, at my home in Cuttack. Don't have a pet in my Bangalore house but I do intend to have one in the near future.



With family

Family tie

My family lives very far, they are in Cuttack while I live in Bangalore. So visiting every week is not possible. I used to go on vacations twice a year before. Now, I am trying to increase the frequency with time.

Relax mode

I make regular trips to the hills, visit nice cafes and watch web series to recharge myself.

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

- Why is Monday so far from Friday and Friday so near to Monday?
- My laziness is like 8, when I lie down it becomes infinity.
- Just wanted to say, you are as useless as "ueue" in a "queue".
- Life was much easier when Apple and Blackberry were just fruits.

VISUAL TREAT

Sir, The photo feature-cum-write-up Freezing in memories was an apt tribute to the World Photography Day, observed every year August 19. The highly engaging read and the montage of eye-catching pictures on nature and landscape clicked by Pratik, Amit Dash and Partha Sarathy were a veritable feast for the eyes and epitomise the professional skills and mastery of these young shutterbugs over this craft. Their creative zeal imbued with the right mix of timing and colour combination have imparted a sense of permanence to fleeting moments. Incidentally, since 1839, this day is being celebrated every year to pay tribute to Louis Daguerre for his amazing discovery of the photographic process, which has enriched our lives in myriad ways. On this occasion, it is worth recalling the celebrated British novelist William Thackeray's ode to the photograph: "The two most engaging powers of a photograph are to make new things familiar and familiar things new."

AMIT BANERJEE, New Delhi

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

WOMEN'S EQUALITY DAY - AUGUST 26

Shattering Stereotypes

The day celebrates women's journey in their fight for equal rights and highlights the efforts made by women to achieve equality



Joyeeta with cricketer Virat Kohli



Sharing lighter moments with actor Babushaan

SMRUTI REKHA BARIK, OP

Yet again, India scripted history by electing Droupadi Murmu to the highest Constitutional post after Pratibha Patel. Her win reflects the dreams and capabilities of crores of women and daughters of India, Murmu said in a speech after taking the oath of office.

We have certainly covered a long distance since women were confined to the four walls of a house. Notwithstanding the not-so-encouraging reports on their role and position in the society, scores of women have achieved unprecedented success in every sphere of life and become role models for millions.

Ahead of Women's Equality Day, a few women entrepreneurs told **Sunday POST** how they climbed the rungs to become inspirations for many.

Joyeeta Roy, Founder Director, Signature 24 Productions

Signature 24 productions is a leading light in the fields of digital marketing, public relations and audio visual productions. It is also one of the most sought after names in event, celebrity, brand and talent managements.



While it takes ages for others to get a foothold in showbiz, the founder director of Signature 24 Joyeeta Roy has made her presence felt before she turns 30.

Recalling her journey, the 28-year-old says, "I have been working in the entertainment industry since I was 16 years old. After starting off as an assistant director, I moved on to work as an executive producer followed by a line producer in Mumbai and Kolkata film industries. It was in 2017 when I shifted to Odisha after getting offers to work with a Bhubaneswar-based media house and an event management company."

By the time she was in Bhubaneswar, she had already worked with top directors of Hindi and Bengali film industries. She was the VFX and line producer for the Amitabh Bachchan starrer *Pink* and associated with other mainstream movies like *Shivaay* and *Rustom*.

As her father and grandpa were entrepreneurs, Joyeeta too had a dream of creating something on her own rather than becoming a part in the success of others. So, she started her company in 2018.

Asked how she made her foray into entrepreneurship, she recounts, "I have been my parents' pet, always tagging along with them. Since childhood, I had the habit of going to the office with my dad and working with him, getting to know how things work. So, I always had it in my mind to start a venture of my own. But before launching a project, you need good amount of exposure. I have worked with a lot of people and learnt the nuances.

And in 2018, I thought this was the right time to go ahead in life and step into my new venture."

Perseverance through tough times

"My parents have been my biggest support in persevering through toughest of times. They are like my best friends, so be it any situation, good or bad, I actually go up to my parents who have been my guiding lights all through. Dad has always taught me to be patient and mom asked me to fight back and how to take a stand for myself," says Joyeeta.

Secret of success

“I started my business just four years ago but in such a short period I have already worked with a lot of people. So, I think collaboration is one of the keys to success. I also do a lot of home work before jumping on the bandwagon. I am very inquisitive, always on the go. I keep up with what is happening around. I always try to pick up work where I see something new and I feel that I can give my 200 percent. I work for creative satisfaction more than monetary gain,” adds Joyeeta.

Life's goal

A single life is not enough for an ambitious person like me to achieve everything that one dreams about. It's always your wish which makes you work. I haven't thought about retiring, all I want to do in life is work. I haven't set any goal as such and I also recommend others to do so,” she concludes.

Amrita Sabat, Co-founder, Sabat Exports Private Limited

Popular witticism ‘When the going gets tough, the tough get going’ holds true for Amrita Sabat, a co-founder of Sabat Exports Private Limited having its premium brand Utkalamrita which deals with pure Odisha handloom items and specialised handicrafts of Odisha.



She says, “After launching the venture in 2015, we have already been enlisted under Startup India & Startup Odisha, the flagship initiatives of both the Centre and state.”

Speaking about how it all began, Amrita continues: “At that time we had identified a big gap in online marketplaces when we tried to search for stuff like idols of Lord Jagannath or Pattachitra of Raghurajpur or handloom sarees of Odisha but failed to get them. Thus we started by being online sellers on e-commerce sites like Flipkart, Amazon and Snapdeal. Later, we diversified it by taking part in national and



Actress Vidya Balan in an Amrita Sabat's creation

international exhibitions. We also built up our social media presence and launched the website www.utkalamrita.com.”

When Vidya Balan flaunted a saree from Odisha

She continues: “We maintained special relationships with our artisans and suppliers during tough times like Covid. When they were shunned by all, we kept buying their products and encouraging them to come up with fresh designs. Our hard work paid off. So much so, that it led to a top star like Vidya Balan wearing our Sree Ganeet Saree during the peak of Covid times while she was promoting her Hindi movie Shakuntala Devi. This gave a big boost to our entire weaving fraternity.”

Unique strategy

Amrita says they always think of doing things differently. If one will see their Instagram reels, one can easily know how differently they present every time to promote their creations. “We also regularly brainstorm with the team to come up with fresh ideas,” she says.

Adding value to lives

Many people say that had they continued in their previous jobs, they would be better placed monetarily. But money is not everything for Amrita. She says “At the end of day we must feel satisfied that we have done something meaningful for the society and have realised our potential better by being an entrepreneur. If we can inspire more by creating jobs and adding value to people's lives, then that happiness is worth living for each and every day.”

Jyotirmayee Mohanty, Founder, Raaz Masala

From being a Science teacher to becoming a first generation entrepreneur, Jyotirmayee Mohanty has come a long way.

Narrating her journey to success, she says, “I'm a science graduate and was working in a private school as a science teacher. Post marriage, my in-laws wouldn't want me to continue with the job. Meanwhile, I read an advertisement in a newspaper and I thought about chasing my dreams which always pushed me towards being an independent self and doing something for the society and being a role model.”

After that there was no looking back for Jyotirmayee, the founder of M/s. Universal Spices & Pulses Industries, a small scale industry she has set up at Kujang in Jagatsinghpur district. The products, mostly spices and food stuff, have been available in the market under the brand name Raaz Masala since 2006.



Jyotirmayee says she was into the business with an objective to create employment opportunities in rural areas and to help out the distressed and under privileged section of the society.

Product selection

Though there were many Masala companies in the market, not many were based out of Odisha. So, she tried to set up a home grown brand to fill in the gap, says Jyotirmayee.

“I made up my mind to become an entrepreneur, hence I stepped into this business and since then the story has been magical. I trained myself from Central Food Technological Research Institute, a leading institute of India. The principal scientist there told me one thing that I would never forget. ‘Jab Odisha ke log apne bare main sochna shuru karenge tab tarakki karenge (People of Odisha will prosper when they start thinking about their self-interest), he said. It made me determined to become an entrepreneur. Raaz Masala is my brain child, my creation, cent percent pure sans addition of any chemical and preservatives. I use locally available raw materials to keep the products pure,” claims Jyotirmayee.

Quality matters

“I have never compromised the quality of my products because spices have their own medicinal value and it goes against my ethics to make it impure. Pure spices are nothing but what has been recommended in ayurveda and Raaz Masala has been following the recommendations,” she signs off.



Jyotirmayee at her manufacturing unit

IN SOME TB PATIENTS, THE STORY DOES NOT END WITH THE SUCCESSFUL TREATMENT OF TUBERCULAR INFECTION

Aspergilloma of Lung

Weak body defence makes a good host for Aspergillus

Aspergillus fungus also attacks those lungs where capacity to fight an infection has gone down, for example transplant patients and a patient who is on a long treatment medicine of 'steroids' and 'prednisolon'. Due to under-nutrition also, the defence mechanism of the

body becomes weak. This facilitates an easy entry of Aspergillus germ into the lung. When this fungus makes the dead space of lung as its permanent address, it multiplies in thousands and creates a dense network in which blood products and destroyed portion of lung get trapped and ultimately the whole thing appears like a ball, which on chest x-ray resemble a white cricket ball. If one looks at the chest x-ray of such patient, it appears as if a white coloured ball is lying in a dark hollow area. This white ball is called in medical terms as 'Fungal ball' meaning thereby a ball made up

always essential to have the presence of fungal threads of Aspergillus in the sputum as well as in the substance taken out by needle biopsy of the fungal ball. Besides these, sometimes investigation of bronchoscopy and procedure of bronchial artery embolization too are required. Therefore a patient of 'aspergilloma' lung should go to a hospital where facility of all these investigations is available. Before entering a hospital make sure whether the availability of a full-time thoracic surgeon is there or not.

Surgery is the best treatment for Aspergilloma

If you are suffering from aspergilloma of lung and frequently cough out blood, amount of which sometimes becomes significant, please do not sit idle, immediately consult an experienced thoracic surgeon, otherwise your life will be in danger if ever a catastrophic bleeding occurs. The permanent and successful treatment of aspergilloma of lung is surgery, this fact should be understood very clearly. Unless the part of the lung destroyed by aspergilloma is not taken out of the chest, bleeding will never stop during coughing. This operation is called lobectomy. The small operations like removal of fungal ball or only cleaning of the dead hollow space and filling the dead space with medicines and muscles are not reliably effective. The disadvantages of these small operations are two: firstly it is not a permanent treatment and secondly it increases the possibility of creating pus and infection inside the chest. These small operations are justified only in special conditions where patient is not medically fit for the major operation of lobectomy, for example a very weak, old and malnourished transplant patient admitted in an intensive care unit. This small operation is called 'cavernostomy'.

Embolization - An effective technique to save life

Sometimes in emergency, the other method of treatment like Bronchial artery embolization is used. In this procedure the culprit bleeding artery is blocked through angiography in order to control a catastrophic bleeding. But this treatment does not lead to a permanent cure, although this procedure is very effective in saving the life of a patient who might have been dead due to uncontrolled bleeding. It has been observed in seven out of ten patients treated successfully with this procedure, an episode of coughing out blood recurs within a few days or months after the procedure. This technique is undoubtedly very effective in saving the life of the patient in emergency situations. Therefore such patients should always go to a hospital where facility of angiography and artery embolization is available. For these procedure the availability of a D.S.A laboratory (digital subtraction angiography) is very essential in the hospital.

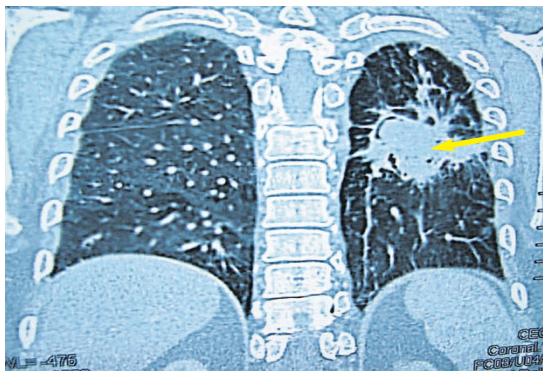
What to do when surgery is not possible?

In some patients surgery is not possible. In such cases special medicines, like Variconazole and amphotericin are given intravenously. These medicines are effective only when whole lung is infected with aspergillus and there is no dead space or aspergilloma. Such condition is called in medical term as 'Invasive aspergillosis'. Only in this condition intravenous administration of drug is effective to some extent. But never forget surgery is the only solution and answer for aspergilloma or 'fungal ball' of the lung.

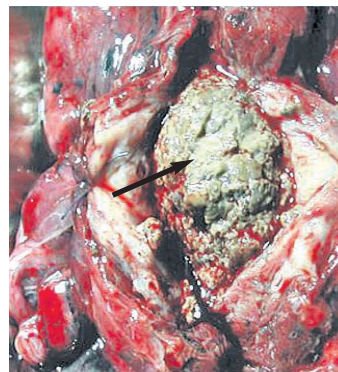
The author is Senior Thoracic & Cardiovascular Surgeon at Indraprastha Apollo Hospitals, New Delhi

In our country the tubercular infection is rampant. The TB infection is gradually acquiring an epidermic form. Every year 30 lacs new cases of tubercular infection come to light

like bronchiectasis and chronic pus too are responsible for creating hollow cavities inside the lung. Besides these, the cancer of lung, disease of sarcoidosis and histoplasmosis also lead to dead hollow spaces inside the lung. These hollow cavities become the favourite spot for 'Aspergillus' fungus to stay and thus after sometimes this fungus makes a solid fibre ball of threads. Apart from this, the blood pipes adjacent to these hol-



CT scan of chest showing aspergilloma in left lung



Green-coloured fungal ball in lung removed through surgery

lowed-out spaces undergo an anatomical change and become very weak. When a person coughs, these weakened blood pipes burst open due to sudden increase in internal pressure and with the result, the affected person starts coughing out blood.

How this fungus makes the hollow space of lung as its permanent residence?

Why does a 'Aspergillus' fungus enter these dead hollow spaces is not without some reason. If a patient after being cured of tuberculosis continues to live in an environment devoid of open fresh air and sunlight, this makes an easy entry for fungus germ into these dead hollow spaces of lung. If a person having hollow cavities in his lung spends most of his time in a office room fitted with an artificial ceiling, the possibility of entry of this fungus into the lung increases. Sometimes, the polluted air in a hospital environment too helps in entry of Aspergillus into the dead space of lung. That is why it becomes all the more important for a person who had treatment of tuberculosis and lung abscess in the past, to avoid going into a polluted environment and should not spend much time in humid and dark rooms, with no sunlight. Such patients should choose a house where in no overcrowding of family members is there and its rooms should have cross-ventilation and allow inside sunlight for some period of time during the day.

HOW TO RECOGNISE ASPERGILLOMA OF LUNG?

- Multiple episodes of coughing out either frank blood or bloody sputum
- Sometimes vomiting of blood
- Episodes of recurrent infections in lung
- Frequent incidences of fever, cough and breathlessness
- Development of pain on left or right side of the chest during breathing

of fungal germs.

Where to go if a patient is suffering from Aspergilloma?

If sometime back you had undergone treatment for tuberculosis or abscess of lung and already got rid of infection but recently you have developed problem of cough or sometimes coughing out blood or bloody sputum, chances are you are in all probability suffering from aspergilloma of lung (Fungal ball disease). In such a situation you should immediately consult a thoracic surgeon. For investigation of a case of aspergilloma lung, the chest x-ray and multi slice CT scan are very important tools. The analysis of sputum and CT guided needle biopsy of fungal ball are important. It is not



DR KK PANDEY

in India. The number of deaths occurring due to tuberculosis every year is around eight lacs. In majority of the tubercular patients, death occurs due to an inadequate and irregular treatment. In some tubercular patients, the story does not end with the successful treatment of tubercular infection. In fact, such patients continue to cough out phlegm as well as blood even after a successful treatment of tuberculosis.

A patient, who had previous tubercular infection and successfully treated, is really at loss and unable to understand why he is still not free from complaints of cough and blood even after eradication of tubercular germs from his lung. During infection period it is quite natural to have the complaint of passage of phlegm and blood while coughing, but after the successful treatment and cure, other complaints like fever, weight loss usually disappear but the problem of recurring episodes of coughing out blood if persists is really perplexing. A patient fails to understand the exact reason of this recurrent episode, but even our physicians do not realise the exact mechanism causing this problem even after they have given a full successful course of anti-tubercular treatment. The ultimate result is that they restart a second course of anti-tubercular treatment for the next six-months. Majority of our physicians have an erroneous notion that, perhaps inadequate control of tubercular infection is the reason for persistent episode of coughing out blood.

Why does a person cough out blood even after cure of tuberculosis of lung?

The most important cause of 'coughing out blood' even after successful treatment of tubercular infection is the presence of a special type of fungus germ called 'Aspergillus Fumigatus' which is thread-like in shape. When this fungus makes its permanent abode inside the lung, a sufferer starts coughing out blood repeatedly. What happens after an effective course of anti-tubercular treatment, tuberculosis does leave the affected lung permanently but before leaving it creates a hollow space or a cavity inside the lung. To these hollow spaces 'Aspergillus' fungus reaches via wind pipes and stays there permanently, exactly the same way as a bird makes its nest in a pre existing hollowed-out space inside the trunk of a tree.

Apart from tuberculosis, other diseases

It's nice to get empowered: Kirti



Actress Kirti Kulhari has turned producer and is all set to star in its first project, a dark comedy thriller film *Nayeka*, written and directed by Ajaykiran Nair.

Talking about her new role the *Pink* actress said, "I am absolutely loving it and I am enjoying playing this part. There are still a lot of things I have to learn but I think I am quite cut out for it."

Unlike earlier, production is no longer a male-dominated field. Has it empowered you more

or did you face any challenges in the beginning?

Asked about her experience in production which was earlier a male-dominated field, she says, "It has empowered me a lot. The times are changing and you can really see and feel that. What comes to my rescue when I put myself out there is my reputation as an actor and the fact that I am a thinking actor and I bring more to the table. I am having an interesting time on this journey. It is always nice to put yourself out there, break stereotypes and get empowered."

AGENCIES



People are still reluctant to work with me: Sunny

Sunny Leone, who started her career in Hindi film industry with Pooja Bhatt's *Jism 2*, commands a huge fan following on social media and across the country.

In an interview with a news portal, Sunny revealed that she is today a completely different person from the person who entered the film industry in 2012. The actress added that she loves being a part of this industry and is very grateful for all the love and work she has been getting.

Elaborating further, Sunny added that she is glad that some people took a chance on her when others did not. According to her, there are some production houses and people in the industry who are still reluctant to work with her. However, the actress stated that it doesn't bother her.

Sunny has featured in projects such as *Ek Paheli Leela*, *Kuch Kuch Locha Hai*, *Raees*, *Karenjit Kaur - The Untold Story of Sunny Leone* and *Ragini MMS Returns*.

AGENCIES

Hrithik reveals connection between *Krrish* and *LOTR*

Actor Hrithik Roshan, who is currently gearing up for his film *Vikram Vedha*, has shared the connection that he has with the epic film franchise, *Lord Of The Rings (LOTR)*.

Regarded as one of the greatest trilogies, *LOTR*, based on the novel written by JRR Tolkien, has long fascinated the lovers of fantasy films since its release.

The War actor walked down the memory lane and shared an incident from the year 2004 when his father Rakesh Roshan rewatched *LOTR* one fine day.

Speaking at the sidelines of a promotional event for the upcoming streaming series *The Lord of the Rings: The Rings of Power*, Hrithik said: "It was in 2004 when my father saw first part of *LOTR*. After finishing the movie, he couldn't help but head to the second part. Post that he put on the third part too for viewing. Yeah he completed the trilogy in a single day back then."

Hrithik then made a stunning revelation. He said: "After completing the film, he called me and we discussed about the grandeur of the film and everything about it in terms of filmmaking, the characters and the setting."

He added: "At one point during our conversation he asked me, Why can't we have subsequent editions to our films? How about we extend *Koi... Mil Gaya*? That's how *Krrish* came into being."

AGENCIES



Ananya says being trolled constantly affects her

Ananya Panday has been busy promoting *Liger* with co-star Vijay Deverakonda. Their sports-based drama releases in theatres August 25. Ahead of her first pan-India film, Ananya spoke in an interview about being trolled constantly.

The *Gehraiyaan* actor said she gets really affected by unwanted trolls on some days. Ananya, who made her acting debut with *Student Of The Year 2* in 2019, quipped, "I don't think the feeling of being trolled constantly will ever get resolved inside me. There are days when something really affects me. I feel really bad when I read negative stuff about me. But there are moments when I get over it and feel strong. I feel I can deal with it. I think I am just trying to focus more on improving myself as an actor and giving people a chance to doubt me."

The actress recently sought the blessings of her *Liger* co-star Vijay Deverakonda's mother after attending a 'Puja' at latter's house for the success of their film.

AGENCIES



Future of luxury consumption



STUDIES SUGGEST THAT YOUNGER GENERATIONS TEND TO END UP BUYING EXTRAVAGANT CONSUMABLES

The luxury industry is often defined by opulent and elite consumption habits. People in emerging markets, however, are changing their buying habits, and this has implications for the luxury market. In today's world, more people have access to information than ever before and they somewhere become non-rational consumers. This means that consumers these days have a high influence by social media, social influencers, celebrities, or some other direct or indirect promotions of the products or services making an individual a non-rational consumer.

A non-rational consumer will always act without any reason or logic in its purchasing behaviour including financial interest. As per several pieces of research, it is visible that younger generations (i.e. Gen Z) are more exposed to such topics and they are more tend to end up buying more luxury consumables. A large chunk of this generation loves to treat themselves with luxury goods and also often seen to gift to others. As a result, there is now a general distrust of luxury companies among millennials and these attitudes will continue to reshape how consumers view brands moving forward. This article highlights trends in the Indian luxury market and how they will shape the future of consumption in this sector.

The Indian luxury market is expected to grow by 10 per cent over the next five years. In the last couple of years, only the Indian luxury market has performed better than someone had expected. During the pandemic time, India was witnessing very easy, slow & sustainable growth. It is also projected that the Indian luxury sector to surpass \$200 billion by 2030. As per Statista, in 2021 Indian luxury goods market amounted to

\$5.94 billion and expected growth of 8.03 per cent annually. This will make it the only major first tier region in the country like Delhi, Mumbai, Bangalore and Hyderabad where luxury sales are highest. It is also reaching the other small regions gradually. As a result, there is great potential for luxury brands.

Reasons behind expansion

One is that India is one of the biggest developing nations in the entire world and factors include policy reforms, economic development, Internet penetration, and India's several growing populations majorly growth of the middle class.

Another is that wealthy Indians are becoming more brand-loyal. And lastly, more luxury companies are investing in the Indian market.

Future trend

Another major trend in the Indian luxury market is the rise of online platforms for selling and buying luxury goods. Furthermore, this is expected to grow in the future as India is one of the fastest-growing online markets in the world. Consumers are also embracing online shopping in a big way, particularly urban millennials. In 2017, online sales in India were worth \$30 billion. This can double by



market is volatile and fragmented. Consumers have dynamic habits of spending. Consumers spend to buy luxury consumables for numerous reasons. Whether or not a buyer is inappropriate financial stability that permits them to be capable to buy expensive items, they may pick to purchase it anyhow to achieve a certain feeling and the more they used to feel this sense of achievement or satisfaction in buying the luxury consumables it always results in the positive note for the brands.

Brands are also very much aware of the psychological behaviour of their potential customers. As per the data, several brands use psychological techniques to make sure their consumers also get themselves the same amount of satisfaction and pride with the purchase of such products and services. With the growth in the income of people and the increase in the market over the following 10 years, the portion is very much ready to see positive development through the monetary turn of events, more noteworthy connectedness, and strategy changes, all of which will offer plenty of chances for extravagance organisations to serve youthful, prosperous, associated, and certain Indian purchasers.

2023. In 2022, people have left the traditional way of marketing luxury products. The luxury

Poonam

