

MARCH 10 - 16, 2024

SUNDAY POST

HERE . NOW



Bridging digital gaps

COVER STORY **P**
3,4

MY SUNDAY



With mother

STAND-UP COMIC AKASH ROUT FROM BHUBANESWAR IS KNOWN FOR HIS QUICK WIT, ENGAGING NARRATIVES, AND DISTINCTIVE SENSE OF HUMOUR. HIS SOLO SHOW, GHAR KA BADA BETA, WAS QUITE A RAGE AMONG THE YOUTHS OF TEMPLE CITY. THE GEOLOGY GRADUATE FINDS JOY IN CARING FOR STRAY DOGS AND SPENDS HIS FREE TIME PARTICIPATING IN BAREFOOT RUNS



Akash at a gig

Savoury delights

On Sundays, my preferred cuisine is traditional Odia food. What I long for the most is a serving of pakhala paired with badi chura and khata.

Sunday escapades

My typical Sunday involves sleeping till late and then embarking on an excursion to the nearest mountain or a water body. Spending quality time with my family over a piping hot lunch makes my day.



Akash petting a cow

Seeking solace

I have a profound affinity for water in all its forms, whether it's a serene pond, a flowing river, or the vast expanse of the sea. So, I often find myself driving to locations where I can immerse myself in the calming presence of water.

Mama's company

I maintain a balance between relaxation and productivity by spending ample time with my mother. I often work while sitting beside her, enjoying our conversations filled with gossip and laughter as she shares tales from her childhood.

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

- Why do Java developers wear glasses? Because they can't C#.
- What did the paper say to the pencil? You've got a good point!
- Why was the horse so happy? Because he lived in a stable environment.
- I made a graph of my past relationships. It has an ex axis and a why axis.



THREAT TO MARRIAGE

Sir, Last week's cover story 'Living Together: Morality vs Modernity' rightly depicts the modern era relationships. Youth these days are opting for live-in relationship before going for matrimonial alliance. Uttarakhand government has given a nod to 'Live Together' by making its registration mandatory. The government is protecting their rights and granting financial security as well, which is a threat to the traditional marriages. Inheritance rights to live-in couples will snatch or intervene with the rights of the children born out of wedlock. This will encourage married persons to enter live-in relationships posing a risk to their spouse's rights as well. In my opinion, there is a need for prolonged debate comprising the all sections of the society before bringing legislation. People's representatives shouldn't be in a hurry before making live-in relationship normal in the society.

ABHILASHA GUPTA, MOHALI

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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Bridging digital gaps

MADHUSMITA SAHU, OP

Agencies handling influence marketing at national level have deep understanding on how social media algorithm works. Back home there are a very few who understand this, leading to disparity in rank between Odia influencers and their counterparts at the national level, says popular content creator Avishek Jagdev

The meteoric rise of influencers in recent years is evident on platforms like Instagram, YouTube, and TikTok, providing individuals with platforms to showcase talents, share perspectives, and forge personal connections with audiences. Covering diverse niches from fashion to lifestyle, influencers cater to specific demographic audiences.

They hold considerable sway over their followers, shaping opinions, influencing purchasing decisions, and impacting societal norms. Yet, while national-level influencers enjoy vast audiences and opportunities, Odia content creators face a notable gap, struggling to transcend regional boundaries.

At the national level, influencers reap myriad benefits, including collaborations with renowned brands, attendance at high-profile events, and even influence over government policies. However, Odia content creators face challenges despite their creativity, talent, and unique cultural perspectives.

Here's what the Odia influencers have to share with **Sunday POST** about the challenges, variations between regional and national influencers, and more.

'Not many people understand influence marketing in Odisha'

Odisha's content creation market is very scattered, as many people don't have knowledge and exposure about content creation. They think

of it as a fancy word or often associate it with cringe videos uploaded on various social media platform, says Odia content creator **Avishek Jagdev**, aka s.w.a.g.b.a.b.u.



According to him, "The original content creators here are yet to build credibility of their own as people consider their works as cringe clips. There are a huge number of people who

this has gotten old and influencer marketing has taken its place, which can provide correct branding and marketing to the brands and make them popular, but some brand owners in Odisha do not understand the situation. They think there is no potential in influence marketing because of the cringe image, and they will think they can't market or promote our products correctly. Because of our lack of credibility, they do not believe us

not dwell on good negotiation. So I would like to say how Odisha influencer marketing culture and national level influencer marketing culture differ as the brand owners lack proper knowledge on the marketing."

Speaking about the difference between national and regional influences, Jagdev ends, "The agencies that handle influence marketing beyond Odisha have the proper knowledge on how it works. They know the effort and time a creator puts into making content. They also have profound knowledge on how the social media algorithm works, when influence marketing reaches its peak level, and whether they should opt for one influencer or more than one because they have a deep understanding of the market. But here in Odisha, we don't have a marketing agency or team like that; there are very few who understand this. That's the reason why followers are more influenced by brand products from national creators than regional ones."



make reels and do not make any original content. This dilutes the originality of the content creators. The number of reel creators has also increased. And because the number of content creators is lower than that of reel creators, people don't pay them much importance and view them as interchangeable."

Asked about influencer marketing, he adds, "On this, people generally don't pay attention to how influencer marketing can be beneficial to their brands. About a decade ago, there was physical/offline marketing; before five years, social media started growing and marking their presence, and now

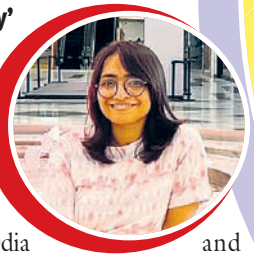
for the marketing. If they feel this marketing strategy will work, then only they will initiate a step."

He goes on to explain, "If his team members explain to him the procedure and he also agrees to the same, then he should acknowledge the creator's originality, and the amount he charges is deserved by him for making the content and delivering it to the consumers appropriately. They think the creators will make the same level of video that is made by other reel makers and do



'We must navigate the language barrier adeptly'

Barsha Mishra, known for her Odia comedy wits with Berhampur accents, thinks language is the barrier to not getting connected through national-level influence.



She explains, "As an Odia content creator, I perceive our impact on the audience within Odisha as profound yet somewhat limited. While we have managed to carve out a dedicated following within our state, there's a sense that our influence hasn't fully extended beyond regional boundaries. This could partly be attributed to the dominance of content in languages like Hindi and English, which enjoy broader acceptance nationwide."

She continues: "While Odia is cherished by our local audience, its reach is naturally confined to Odisha and pockets of Odia-speaking communities elsewhere. To expand our reach nationally, we must navigate this language barrier adeptly. One strategy could involve incorporating more Hindi or English into our content while still maintaining our Odia essence. This balancing act presents both a challenge and an opportunity for us as Odia content creators."

Asked how an Odia influencer can make his or her presence felt at the national level, she says, "There's a need for greater visibility



and recognition of Odia creators on national platforms. Despite our creativity and talent, we often find ourselves overshadowed by creators from larger states with more prominent platforms. Therefore, initiatives to showcase and promote Odia content creators on a national scale could significantly enhance our chances of garnering a broader following."

Mishra, however, is optimistic about what is in store for the future.

"Technological advancements and the increasing penetration of the internet offer us avenues to transcend geographical constraints. Leveraging social media, digital marketing, and collaborations with influencers from other regions can help us amplify our presence beyond Odisha's borders," Mishra concludes.

Odia creators. He asserts, "I see more opportunities than obstacles. As clients seek collaboration with local creators, it enables brands to effectively engage potential customers within the creators' follower base. Brands prioritise raising product awareness within specific regions. The demand for Odia creators by numerous digital agencies for national-level brands over the past year indicates a promising market trend likely to continue flourishing."

'More opportunities now than obstacles'

Satyavrat Mohapatra, whose rib-ticklers have already made a name for themselves in Odisha, says that clients these days increasingly seek regional strategies, collaborating with local creators to engage specific demographics and prioritising product awareness within regions, benefiting



He adds, "For Odia creators aspiring to expand nationwide, creating content in Hindi or English can serve as a significant breakthrough. However, initially focusing on penetrating the local market proves advantageous. Creating content in the Odia language allows creators to connect more easily with their target audience, enhancing relatability and facilitating growth."

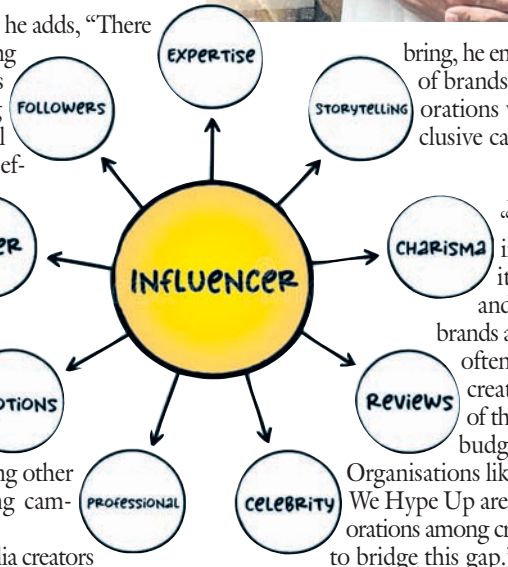
'Need for more inclusive campaigns'

Coming from a theatrical background, Sarthak Bhardwaj Behera transitioned into content creation on Instagram during the lockdown. He notes a disparity in opportunities for Odia content creators compared to their counterparts nationwide, particularly in brand collaborations.

While influencers from other regions often partner with national brands, Odia creators frequently face exclusion from such opportunities, says Sarthak.



Explaining a few reasons, he adds, "There are several factors contributing to this issue. Firstly, there's a lack of awareness among brands regarding the potential of Odia content creators to effectively engage with audiences in Odisha. Secondly, there's a perceived language and cultural barrier hindering collaborations with Odia influencers. Besides, brands may underestimate the market size and purchasing power in Odisha, prioritising other regions for their marketing campaigns."



bring, he emphasises the importance of brands actively seeking collaborations with them for more inclusive campaigns.

According to Sarthak, "Unlike national marketing focused on metropolitan areas like Mumbai and Delhi, in Odisha, local brands and government projects often collaborate with Odia creators. However, the rest of the brands allocate smaller budgets, posing challenges. Organisations like Bhonsor Carnival and We Hype Up are now facilitating collaborations among creators in Odisha, aiming to bridge this gap."

Top Indian influencers

Bhuvan Bam: 18.9 mn followers

Bhuvan is a content creator and comedian who started originally with a Youtube channel, BB Ki Vines. He has collaborated with brands like The Man Company and Amazon Prime.



Ashish Chanchlani: 16.5 mn followers



Ashish is known for making comedic YouTube videos on his channel, Ashish Chanchlani Vines. He was the first Indian creator to collaborate with Marvel India and has worked with brands such as Airtel and Dream 11.

Kusha Kapila: 3.5 mn followers

Kusha is well known as one of the top Indian influencers. She has collaborated with brands like Google and Cred.



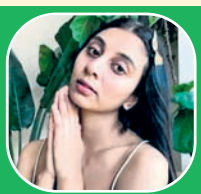
Komal Pandey: 1.9 mn followers

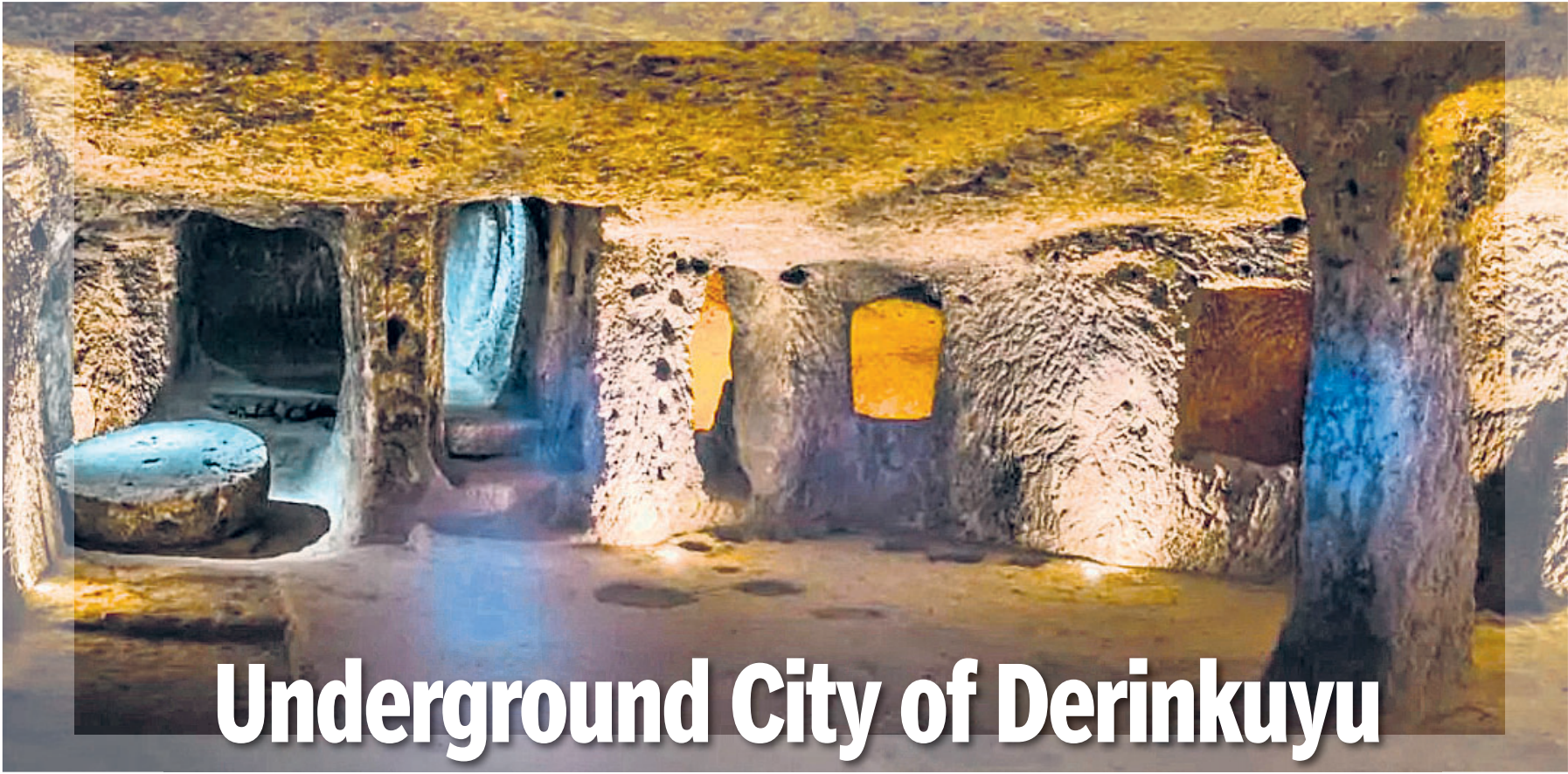


Komal, a fashion influencer with a quirky and comedic edge, has partnered with over 100 brands, including Olay and Vivo India.

Dolly Singh: 1.6 mn followers

Dolly is another content creator who embodies her own personal influencer brand and has collaborated with many brands, including Olay and Colgate.





Underground City of Derinkuyu

It has never been easy for any army to crush an opposing force that uses subterranean warfare. For instance, the Israel-Hamas war has reached its sixth month, yet the IDF has failed to solve the puzzle laid by Hamas activists in the shape of underground tunnels. Though the measures have helped Hamas save their forces, the tunnels are useless to the civilians who are dying by the thousands as a result of Israeli attacks. But what if there had been an underground city to provide protection during the war? Though unimaginable at the time, such a city was erected some 3,200 years ago and 85 metres underground in Turkey to safeguard its residents.

It's one of the strangest and most startling discoveries ever made. A man in Turkey wanting to make some changes to his basement took a sledgehammer to a wall and couldn't believe what was behind it.

He discovered a tunnel leading to an underground city that housed more than 20,000 people!

Located in the Nevsehir Province of Turkey, the underground city in Derinkuyu was 280 feet below the ground. Historians say it could store up to 18 floors in a building.

But what's even more incredible is it was one of more than 200 cities beneath the Anatolian Plains. Derinkuyu was the largest.

While it's now a popular tourist attraction, thousands of years ago it was used as a hiding place during wars and a haven for those wanting to escape the battles outside. It began with someone noticing soft rock and soon turned into one of the biggest excavation projects in the history of mankind.

The discovery

In 1963, a young Turkish man kept losing his chickens. He decided to remodel his home in the process. As he was remodeling, he discovered the chickens were finding small crevices in his home to escape. So, he decided to take a sledgehammer and dig to find out where they were going. What he found was

After the Phrygians took over the Turkish city, their highly skilled architects are believed to have continued the excavation and begun the process of building an underground city about 3,200 years ago that housed schools, cattle stables, wineries, chapels, food storage areas, dwellings, offices, storage rooms, and more for about 20,000 people

It was a massive underground city that could fill up to 18 floors. There were 600 entrances to underground private homes that were found.

More than 15,000 shafts ventilated the underground city, with each shaft about 10 cm wide, enough to reach down to the first and second levels. Since the upper quarters received the most ventilation, they were used for sleeping rooms.

The lowest levels with the least amount of air were used solely for storage and even contained a dungeon. On the seventh level, there was a cruciform church.

The mystery

Derinkuyu is situated in the Cappadocia

credit the Hittites with the first dig.

This group was believed to have started excavating under the rock in 1200 B.C. when they came under attack from the Phrygians. After the Phrygians took over the city, their highly skilled architects are believed to have continued the excavation and begun the process of building an underground city.

Thoughts behind the mission

"The Phrygians were one of Anatolia's most prominent early empires," explained Andrea De Giorgi, an associate professor of cultural studies at Florida State. "They developed across western Anatolia around the end of the first millennium BCE and had a bent for monumentalizing rock formations and creating remarkable rock-cut facades. Though elusive, their kingdom spread to include most of western and central Anatolia, including the area of Derinkuyu," added Giorgi.

Because the Cappadocia region lacks water in the soil and has mouldable rock, it made the digging and underground construction much easier. The belief was that early on, Derinkuyu was used for storing goods and acting as a safe haven from invasions.

Wars were common in the region during that period. There was an exchange of dominant empires over the centuries in the BC era.

"The succession of empires and their impact on the landscapes of Anatolia explain the recourse to underground shelters like Derinkuyu," De Giorgi explained. "It was at the time of the [7th-Century] Islamic raids [on the predominantly Christian Byzantine Empire], however, that these dwellings were used to the fullest." What began as just a simple hiding ground turned into more with time. The Phrygians, Persians, and even Seljuks were all believed to have inhabited the region and underground city, and kept building tunnels and floors.

By the time the Byzantine Era came around in the early 300s, some 20,000 residents were believed to be living underground.



more than just a small crevice. He found a tunnel that led to an underground city...and it was big.

Structure of the city

Uncovered were empty schools, cattle stables, wineries, chapels, food storage areas, dwellings, offices, storage rooms, and more.

region. It is known for its craggy landscape and, as legend has it, fairy chimneys.

Much of the region is covered in volcano ash, and on top of the city of Derinkuyu, it's mostly abandoned. Soft stones cover most of the region.

The underground network of caves is a bit of a mystery. However, many historians



Karisma on being selective

Karisma Kapoor, who is all set to be seen playing an actress in the upcoming murder mystery *Murder Mubarak*, revealed at the film's trailer launch in Mumbai Wednesday that she is very selective about the work she takes up, and that is by choice.

Talking about her doing less work than in the 1990s, when she delivered hit after hit, the *Bivi No. 1* actress said, "I do selective work out of choice. I like doing that, and I am comfortable with that. I like to sail at my own pace. I am lucky and thankful that I am in a position where I can say 'yes' or 'no' to work."

Continuing on the theme of working according to her wishes, the actress said she now wants 'to do interesting roles that will make me leave home'.

She added, "I have been lucky that I have played unusual characters over the years, so I really need to be motivated and excited to go on the sets." Talking about her experience working for an OTT platform, she said, "On OTT, things are much more realistic and much more prepared. You have more readings, and more time is given to you. In this film, the interesting thing for me was that I played an actress, a dream girl from suspense films. She is real, quirky, and eccentric, but she is human. I liked that aspect. You will see a different me in the film."

Murder Mubarak is set to be released on Netflix March 15.

IAN S



Sanya wants to explore Odisha in a big way

Bhubaneswar: Redefining fashion beyond the runway, Blenders Pride Fashion NXT Festival hosted a unique avant-garde festival experience in the city recently. As India's first experiential fashion festival, it brought together a host of stellar high-on-style experiences across luxury fashion, upbeat music performances and immersive pop-ups curated by some of India's coolest lifestyle brands.

Actress Sanya Malhotra, who added a touch of glamour to the show captivating audiences with her elegant presence and stunning attire said, "It is exciting to be a part of India's first fashion festival! The experience the event has put together for Bhubaneswar was magnetic."

Speaking to Sunday POST, the *Dangal* actress said, "This is my second visit to Bhubaneswar, and unlike last time, I toured the city a little this time, and I am in awe of the nature of the city, and my experience has been very great. I want to come here again to experience the state in a big way."

Asked about the challenging roles in her career, Sanya said, "Playing the role of 'Chutki' in *Pataakha* was very challenging for me. As director, Vishal was not convinced of me at first playing the role, but I accepted the challenge and convinced him to give me the role."

Talking about OTT and cinema halls, Sanya, who will be seen next in *Mrs* said, "I think both have equal importance and have advantages. OTT was a big help during COVID as it gave us the opportunity to release the movies. Also, the cinema hall experience is something everyone must experience."

PNN

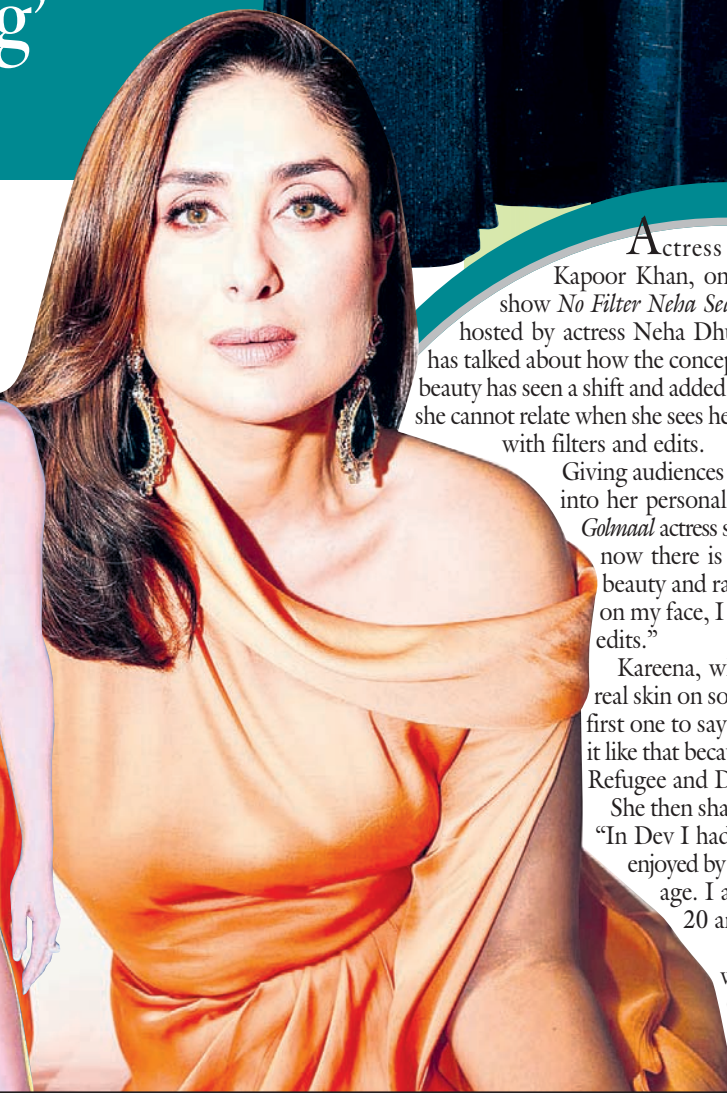
Nora's 'harrowing' train ride to Goa

Actress Nora Fatchi, who is one of the best dancing divas of Bollywood, has a fear of rats. The actress recollected an incident while she was on a train to Goa with her friends and encountered a rat in her coach.

The actress was asked about a memory from her Goa trip during her interaction with the media at the trailer launch of her upcoming film *Madgaon Express*.

The actress narrated the incident in great detail as she told the media: "This incident happened seven years ago. I went on a trip to Goa with my friends on the train. I was the only local person from Mumbai, so I was at the helm of affairs of the trip knowing it all. While I was talking to my friends in the coach suddenly, I saw a rat. And let me tell you, I have a fear of rats." She further mentioned: "I screamed so hard and started running. But where would you run off in a train? You can't jump off the train. I spent my time hanging by the door of the coach till the situation was sorted." *Madgaon Express* is set to debut in theatres March 22.

IAN S



Actress Kareena Kapoor Khan, on a chat show *No Filter Neha Season 6* hosted by actress Neha Dhupia, has talked about how the concept of beauty has seen a shift and added that she cannot relate when she sees herself with filters and edits.

Giving audiences a peak into her personal life, the *Golmaal* actress said, "I think now there is an entire shift to beauty and rawness. I like the fact that there are little lines on my face, I can't relate when I see myself with filters and edits."

Kareena, who has never shied away from flaunting her real skin on social media and even in films, added, "I'm the first one to say that I am not putting on makeup and I like it like that because I have been like that right from *Chameli*, *Refugee* and *Dev*."

She then shared an anecdote from her 2004 film *Dev*. "In *Dev* I had oil in my hair. The journey should be enjoyed by one, we can't try and stay at a particular age. I am so happy that I don't wanna be 20 anymore," she said.

On the work front, Kareena will be seen next in *The Crew*.

IAN S

Can't relate when I see myself with edits: Bebo

Making life simpler



Samsung Freestyle projector

The freestyling aspect to this second-gen version of the easy to use and endearingly dinky 17cm-tall LED projector kicks in when you point it at your chosen screen. Whether you're throwing your movies and TV onto a proper pull-down, a wall or an outside wall, the Freestyle will adjust the shape of the image automatically so it all lines up nice and straight no matter where it's projecting from.

In the words of Ferris Bueller, tech moves pretty fast – and if you don't stop and look around once in a while, you could miss the chance to own a drone with a 12 megapixel camera which starts hovering when it recognises your face. **Sunday POST**, keeping up with its tradition to pick the best, presents a few latest gadgets for the readers.



Therabody + (RED) Theragun PRO Massager

A muscle gun that soothes aches and saves lives at the same time? Until now a mere fantasy, made true by Therabody and (RED), the non-profit charity dedicated to ending COVID-19 and HIV/AIDS. The Theragun PRO is the most powerful and advanced model on the market, with speed options that range from 1750 and 2400 percussions per minute. It also features an OLED screen, six different attachments for different areas of the body, and an app that allows you to fine-tune your recovery.

Meater + Thermometer

The easiest, quickest, most science-adjacent way of taking your cooking up several notches is to invest in a decent means of telling the exact moment your food's cooked. The old standbys of judging when your fish/beef/chicken/whatever is done – juices running clear, making your peace with salmonella, just vibes – are finished. This one hooks up to an app on your phone which will tell you what the internal temperature is and what you're aiming for based on how you want it cooked, and it'll tell you when it's time to take it out and how long to rest it.

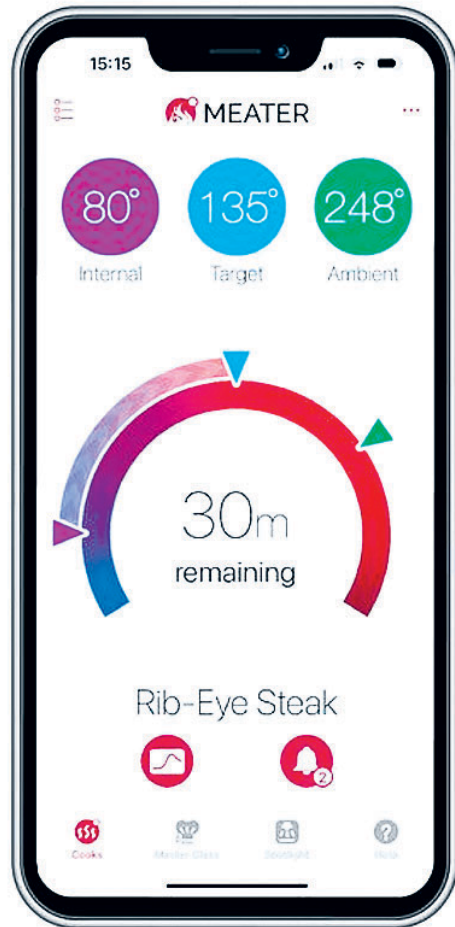
Transparent turntable

What you see is what you get, and you can see an awful lot of it: the tempered glass plates are extremely lovely. But there's also more here than meets the eye. There's a pre-amp, which despite sounding not very sexy means this turntable can sit pretty on its own rather than on top of a grumpy looking box with knobs on it, and the Ortofon OM5E cartridge it comes with is a reliable entry-level bit of kit. You can wire it up or play your tunes via Bluetooth.



COTADAMA lyric speaker canvas

Think of this as the thinking man's karaoke machine. You play your music via AirPlay, Google Cast and Spotify Connect, and via technical wizardry from the boffins at Tom's Lab, the lyrics flash up in time with the music on the front screen. There's a pleasingly industrial feel to it, the sound is on point and it'll finally allow you to make the words to 'Call Me Maybe' the objets d'art they truly are.





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

PHOTO: KUMAR SHARAT, OP