

MARCH 17 - 23, 2024

SUNDAY POST

HERE . NOW



WORLD POETRY DAY - MARCH 21

EXPRESSION OF LIFE

COVER STORY

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MY **SUNDAY**

Young cinematographer Deepak Kumar hasn't looked back since he got a break in Odia film 'Farchaa'. 'Gangs of Puri' and 'Chakhyu Bandhan' are among his notable works. An alumnus of the Biju Patnaik Film and Television Institute, Deepak from Soro in Balasore district, loves to hang out in Capital City's upscale cafes in his leisure time



Deepak during a shoot



With sister and niece

Donning chef's hat to bust stress

Cooking is not just my passion; it helps me manage stress in life. Besides, it is my second love after cinematography. I love to treat my family and friends to Pulao, Hyderabad Dum Chicken Biryani, and Odia Mutton Curry.



With friends

Much-awaited visits

As a freelancer, I have limited opportunities to visit my village. When I get a break, I make special trips to see my parents.

Health freak

Unless I have a late shoot, I usually get up early and go for yoga and jogging sessions. To stay in shape, I prepare detox drinks such as carrot-beet juice or cucumber water.

Tranquil escapes

Balancing leisure and productivity is crucial. I enjoy tranquil pastimes such as watching movies, reading, and listening to podcasts, which allow me to relax without overburdening myself.

Latest read

Recently, I read *Psychology of Money* by award-winning author Morgan Housel as well as Napoleon Hill's bestseller *Think and Grow Rich*.

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 don't oysters share their pearls? Because they're shellfish.
- What does a mathematician say when something goes wrong? Figures!
- What underwear do clouds wear? Thunderwear!
- The person who invented the door knock won the No-bell prize.

NEW MARKETING STRATEGY

Sir, it's evident that the rise of influencers has transformed the entertainment landscape, offering diverse talents a platform to shine. However, the disparity between national and regional influencers remains stark. Odia content creators face hurdles due to a limited understanding of influencer marketing and language barriers. Yet, there's hope in leveraging technology and collaborations to bridge this gap. Odisha's content creators, like Avishek Jagdev, Barsha Mishra, and Satyavrat Mohapatra, underscore the need for recognition and support to amplify their presence. Initiatives to showcase regional talent nationally and adaptability in content creation can empower Odia influencers to thrive beyond regional boundaries. This is also the time when local brands realised the potential of influencer marketing and used this vibrant strategy instead of running after print and electronic media.

ANURADHA SEN, ROURKELA

LETTERS

A WORD FOR READERS

Sunday POST is serving a platter of delectable fare every week, or so we hope. We want readers to interact with us. Feel free to send in your opinions, queries, comments and contributions to features.orissapost@gmail.com
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WORLD POETRY DAY - MARCH 21

EXPRESSION OF LIFE

Poetry is powerful as it renders voice to a poet's innermost feelings. It is also a medium to express the message of the soul, and initiates a dialogue for one's perceptions, thoughts, and observations

BIJAY MANDAL, OP

The ancient Greek philosopher Plato was not a great fan of poetry. In fact, he was against it. He believed that poems don't reflect life's reality. He had an idea that what one really needed to know were the eternal forms, and one could only gain them through dialectics, that is, philosophy.

On the other hand, Sir Philip Sidney, a poet and courtier of the Elizabethan age, was quite his opposite. He said that poetry is superior to philosophy and history because of its ability to present vivid, compelling examples to the reader not simply of what has been or will be but of what should be. Sidney was also of the view that a poet concretizes an abstract principle in a perfect example for what the philosopher is only able to give a "wordish description."

Regardless of what has been written about it, poetry is revered like no other since it is widely believed that poetry connects people of different worlds. Poetic traditions not only contribute to the survival of cultures, but they can also help persons in distress. A poll conducted after the pandemic found that poetry helped many people escape their fears and find peace at home with their loved ones. To preserve the poetic heritage, UNESCO has designated March 21 as World Poetry Day.

Ahead of this day, let's learn from a few renowned poets why people read poems, and if there were no poems, how different would the world be?

'Poetry teaches the language of protest'

A person recites poems to know himself, to know others, and to become more intimate with life,



says revolutionary poet Bharat Majhi, who has so far nine poetry collections to his credit.

His works celebrate nature—fire, water, sky, and soil—and at the same time, a very few of this generation raise a voice against the system through satires like he does.

Since a poet documents his times with his works, people read poems to know the time they live or how their predecessors lived, he adds.

According to Majhi, be it this whole creation of

Lord Brahma or the Big Bang theory's cosmic inflations, there is poetry all around.

The Kalahandi-born poet narrated a small story when asked about his reaction to a situation where there would be no poetry in this world.

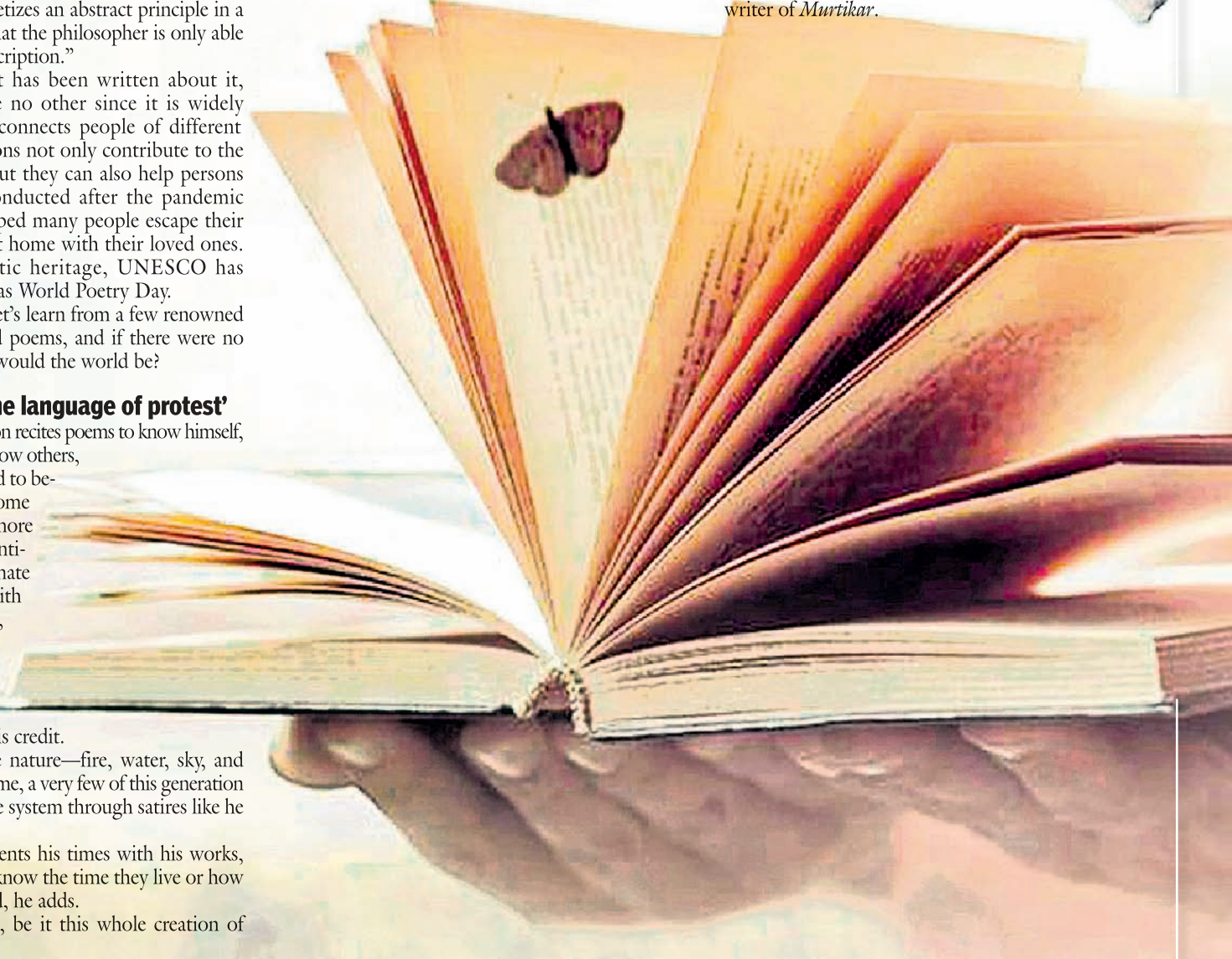
Quoting eminent novelist Bimal Mitra from one of his interviews, he recalls, "Once a woman was travelling in a train. She was weeping. Her father, sitting next to her, was trying to console her, but to no avail. It was revealed that the woman's husband, who lived far away, had died for some reason, and she was going to see him one last time."

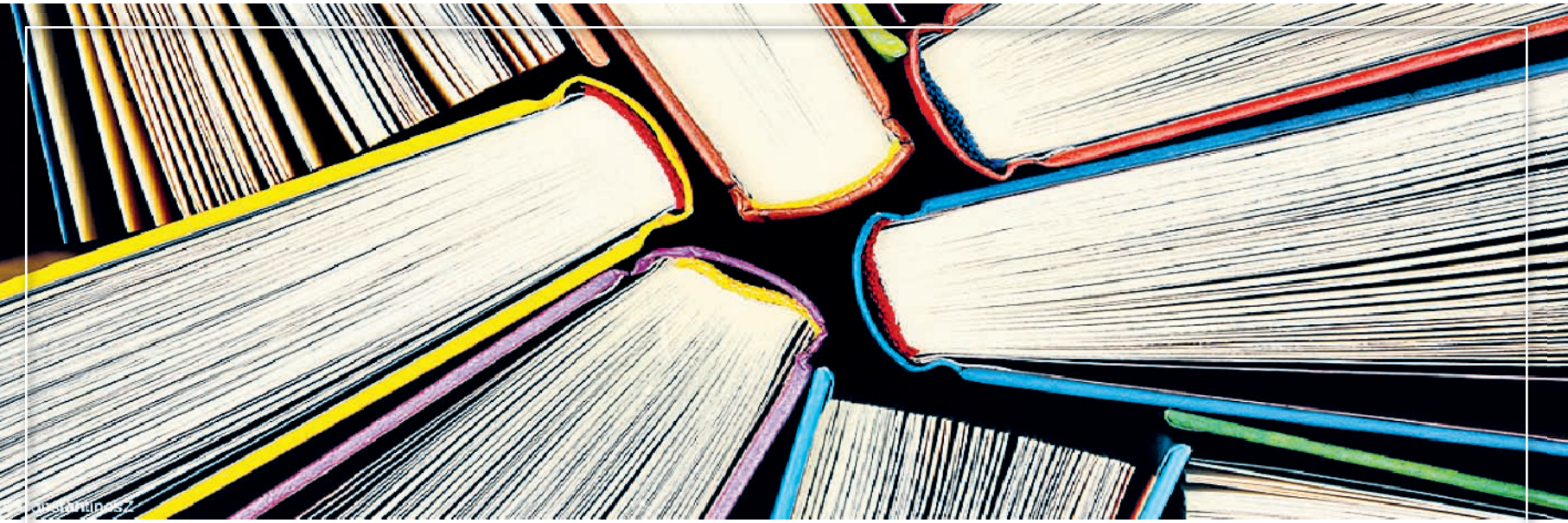
Majhi continues: "Meanwhile, a Fakir or a Muslim

mendicant entered the bogie and started singing. The theme of his rendition was that the world is mortal; whoever takes birth here has to take an exit one day or another. The Fakir was singing life's harsh realities in such a voice that it gave one an intense feeling of sadness. Surprisingly, it had a profound impact on the woman, and she stopped crying."

That was the magic of poetry, says Majhi.

"Poetry makes people cry, and at the same time, it controls extreme emotion. It teaches the language of protest and pokes the establishment when it goes off-track. So, a world without poetry is unthinkable," concludes the writer of *Murtikar*.





'God's creation is incomplete without poems'

There is not a definite answer to 'Why do people read poetry?' Poetry is beyond the boundary of any 'question-answer', says young poet and lyricist **Sumit Panda**.

He considers those fortunate who are capable of reading poetry, listening to poetry, and feeling the form. Man is the only animal who can read and sing poems as per his will and following different styles, adds the Bhubaneswar-based poet, who recently turned playwright with the play *Gapasapa Centre*.

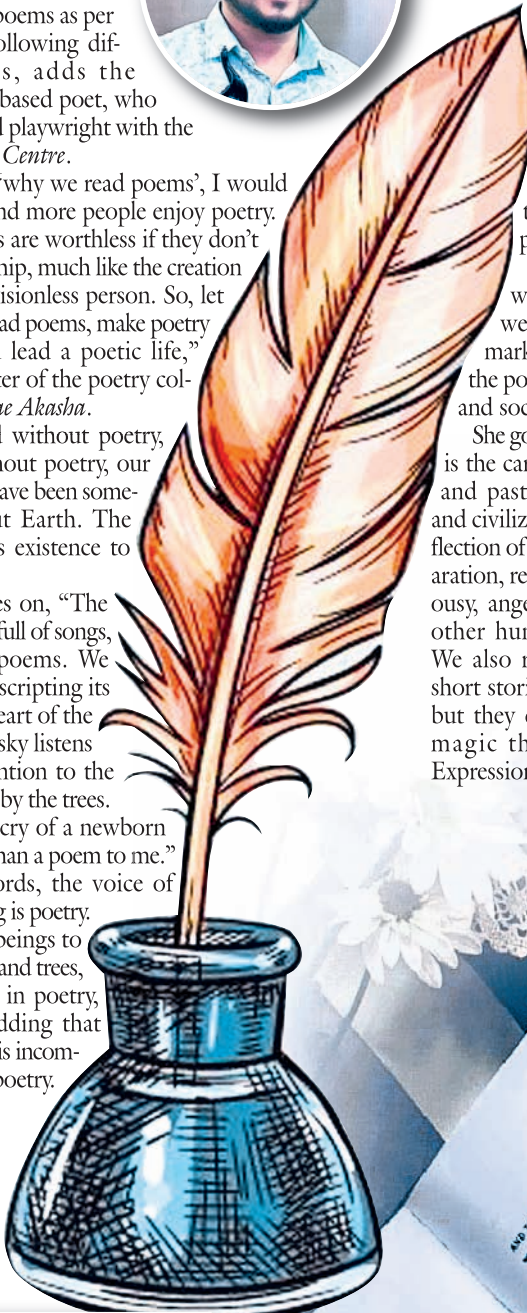


"Instead of 'why we read poems', I would say let more and more people enjoy poetry. A poet's works are worthless if they don't get the readership, much like the creation of God for a visionless person. So, let more people read poems, make poetry their life, and lead a poetic life," shares the writer of the poetry collection, *Anjulae Akasha*.

On a world without poetry, he says, "Without poetry, our planet would have been something else, but Earth. The globe owes its existence to poetry."

Panda carries on, "The entire world is full of songs, rhymes, and poems. We can see a river scripting its lyrics on the heart of the earth, and the sky listens with rapt attention to the songs crooned by the trees. Even the first cry of a newborn is also no less than a poem to me."

In plain words, the voice of any living being is poetry. From human beings to animals, birds, and trees, everyone lives in poetry, says Panda, adding that God's creation is incomplete without poetry.



'Poetry: An oasis in the desert of life'

For Bengali poet **Shyamali Sengupta**, poems are like a breath of fresh air.

"When we stumble across a green park or a crystal clear water body, we wish to spend some time out there and splash our faces with cool water. This experience rejuvenates us and motivates us to approach the remainder of the day with vigour. Poetry, both of protest and love, leaves us with similar feelings, and this is the single largest reason one should read poems," she says.

One can also read novels, essays, satires, and travelogues, but they don't look like an oasis in the midst of a desert like poems, asserts Sengupta.

For the uninitiated, Shyamali Sengupta from Darjeeling has seven poetry collections, translated from Odia to Bengali and vice versa, to her credit. She has also written three Bengali poetry anthologies.

Asked about a world sans poetry, she says, "It will be much like a life without a mirror. When we look into a mirror, we can recognise every mark and curve of our body. Similarly, after entering the poetry zone, we see our reflection as an individual and society in it."

She goes on to explain, "Poetry is the carrier of the present and past of our society and civilization. It's a reflection of our love, separation, resistance, jealousy, anger, and every other human feeling. We also read them in short stories and novels, but they don't create the magic that poetry does. Expressions are short in poems,



but they are deep and more impactful than other mediums of literature. They touch the core of the heart and create rhythms like Russian ballet does."

Sengupta concluded by saying, "We use poetry in our love, we also use the lines of poems in our protests. Poetry is also part of our daily lives. So there is no other way than to surrender ourselves before poetry. A world without poetry is unthinkable."

'It connects different worlds'

Srisikta Suvadarsini from Tirtol in Jagatsinghpur is one of the most promising names in the literary circle, poetry in particular, of Bhubaneswar. She is playing a key role in promoting Odia poetry among city youths as part of *Coffee, Katha O Kabita*, an initiative to popularise poetry.



She says, "Poetry celebrates solitude like a festival. Poems give us much needed relief when we are in pain, and at the same time, they leave people with a heavy heart when the narratives are tragic. The poem paints a comprehensive picture of what is happening around us."

On imagining a world without poetry, she adds, "Since time immemorial, poems have spread the message of humanism. Had there not been poetry, sensitivity among us would be much less. It also has healing power. It not just heals but also connects people of different worlds when they are in joy and distress."



LAKHPATI DIDI JHARANA

Another shining example from the district is Jharana Sahu, a SHG member of Kandhamal who has scaled remarkable heights as an entrepreneur. Starting from humble beginnings, Sahu's entrepreneurial journey has seen her rise to prominence, earning her the title of 'Lakhpati Didi.' Jharana scripted new

Jharana ensured that all her products were organic and natural, receiving accolades from Noida District Collector Manish Kumar Barma and Sweta Sharma, Joint Secretary of the Rural Development Ministry. Recognising her achievements,

HARBINGERS OF CHANGE

SHGs have led to a massive transformation in Kandhamal district with many women achieving remarkable feats in several fields including entrepreneurship and environmental activism

ARUN SAHU

The concept of SHGs (self-help groups) was introduced in Odisha about 30 years ago. A SHG comprises small rural communities, predominantly composed of women. These groups hold meeting regularly, usually once a week, to pool funds and provide loans to their members. They collaboratively decide on the terms of their sav-

ing and lending activities, including the objectives, loan amounts, interest rates, and repayment schedules. In India's marginalised regions, women-led SHGs have played a significant role during the Covid-19 pandemic. They actively engaged in producing essential medical supplies such as masks, sanitisers, and protective gear. Additionally, they have operated community kitchens and offered financial aid to vulnerable individuals and communities. The growth in number of SHGs has led to a massive transformation in the empowerment landscape of the Kandhamal district. Women in these groups are not only overcoming challenges but also achieving remarkable feats in several fields, including entrepreneurship and environmental activism.

EMPOWERING WOMEN FOR LEADERSHIP

Namojini Malik, a resident of Budanpipali village in the Bhramarbadi Panchayat of Daringbadi block, has emerged as true changemaker. Her recent participation as a guest speaker at an international conference in Himalayan City Kathmandu, underscores her commitment to addressing climate change and highlighting women's crucial role in forest protection.

Namojini shared her insights during the conference, emphasising the profound significance of forests as the lifeline for tribal communities, serving as both a maternal figure and a source of prosperity. She stressed the role tribal women play for the development of several sectors and listed their crucial contribution in this regard.

During her address at the conference, Namojini spoke in Odia and tribal Kui language and was assisted by Sadanand Singh, coordinator of the Jagruti organisation,

who facilitated translation into English. "Women have always played significant roles in protecting the forests in Kandhamal district. They can spearhead the growth in the district if given proper support at various government and non-government levels," said Kailash Chandra Dandpatha, Secretary of the organisation.

Despite her lack of formal education, Namojini's journey of empowerment, supported by the Jagruti, underlines the transformative impact of such initiatives.



success story when she secured the second position in an all-India competition and was honoured with two awards by the Central Government.



BDO Gadadhara Patra dubbed her as a role model for Women SHGs in the region.

Jharana's entrepreneurial prowess was on full display when she sold over 300,000 organic products within just three days at a national expo, clinching the second position among 29 stalls. She showcased 55 organic and natural products from Kandhamal district at the fair, including Kandhamal herb, peppermint, ginger, lentil, organic coffee, Mandia, mustard, papads, amla, various rice and flour-based delicacies, triphala, spices, mudhi (puffed rice), ambula (dry mango), and broom.

She scripted the historic success in the Saras Ajivika Mela held in Noida, Uttar Pradesh, held from February 16 to March 4.





WE SHOULD OWN UP OUR CULTURE: ALLU

Actor Allu Arjun, in a recent interview, opened up about youngsters embracing their culture, and how celebrities have a responsibility to uphold that.

Allu opined that the younger generations own everything about Indian traditions, including dressing and food. He said, "I have seen youngsters liking their culture more, they are celebrating their festivals even more. They are dressing up in their culture, eating food, and also looking rich in culture. We have started to own it up."

He said, "Somehow we come from a generation that feels a little apologetic about owning who we are. I think that is rapidly changing, and I think celebrities and even the media have a huge role and responsibility in projecting our culture. We should own up our culture."

On the work front, Allu Arjun is currently shooting for the sequel to Pushpa: The Rise, titled Pushpa: The Rule, which will be released on August 15 this year.

AGENCIES

I always want range in my craft: Sara

Actress Sara Ali Khan, who has two back-to-back releases belonging to opposite genres, recently talked about a series of issues.

During a chat with an entertainment portal, when asked about this diversity in roles, she said, "I've always said and meant that I want range in my craft. Now, I am getting the opportunities to back that. I was watching the songs of both *Murder Mubarak* and *Ae Watan...* which are so different from each other. It takes me back to the time when *Simmba* and *Kedarnath* released the same month in 2018. I got a chance to show what I'm proud of, which is range. I'm trying to do the same till now. I want people to say, 'oh she's able to do every-

thing', 'Oh wow she's looking really sexy' and then 'oh she's wearing a white khadi kurta'."

Talking about the satisfaction she feels as an actress, she says, "It is the most gratifying experience to be headlining a film like this. It's about time, because you're going to see a side of me which even I have not seen before. I'm about to say something which I haven't said in a long time, and that is I'm really proud of myself. The last time I felt like that was during *Kedarnath*. I'm being honest."

AGENCIES



Raveena on battling body image issues

Despite its allure, the entertainment realm can be unforgiving, particularly for

and the upcoming *Patna Shuklla*.

female actors who face immense pressure to conform to specific beauty standards, often resorting to extreme measures to meet them, said Raveena Tandon.

Known for her prominence in the 90s, the actress has returned to the screen via OTT platforms with projects like *Aranyak*, *Karmma Calling*,

In a recent interview, Raveena highlighted the industry's demand for female actors to undergo plastic surgery to adhere to these standards. However, she refused to give in, opting against surgical procedures.

The *KGF 2* actress pointed out that body shaming, prevalent during her time, often originated from the media rather than within the industry itself.

She stressed that while the film industry provided opportunities, it was the media that perpetuated body shaming. Female editors were particularly culpable, engaging in slut-shaming and negative portrayals of actresses, scrutinising their appearances with terms like 'thunder thighs' and 'Amazonian body frame,' claimed the *Mohra* actress. AGENCIES

Actress Rakhi Sawant, known for her dance numbers in Hindi films, endured difficulties while working to establish herself in the showbiz. She openly discussed her challenges before ultimately getting recognition.

Rakhi shared that she was raised in a chawl. Reflecting on her humble beginnings, she mentioned that in such environments, parents often limit a girl's outdoor activities but are more lenient when it comes to earning money.

She reminisced about her first job at around 10 years old, working for

Rakhi recalls her struggling days

a caterer and earning a daily wage of Rs 50. Sawant also mentioned serving food at Tina Ambani's wedding during that period.

It may be recalled that even during her time as a contestant on *Bigg Boss 14*, Rakhi spoke about her mother's main focus, which was for her to earn money. Recalling her childhood, she shared how she would often cry and wonder why she was born into a family where women faced oppression while men enjoyed freedom.

AGENCIES





Summer days are back. Make sure to include light and easy-to-digest foods in your regular diet. Again, they must be able to prevent dehydration while maintaining optimal levels of energy. What else could better fit these requirements than Pakhala? A quintessential Odia cuisine, it is made with cooked rice that has been rinsed or lightly fermented in water.

The other ingredients are curd, cumin seeds, and mint leaves. Pakhala is more than just a culinary delicacy as it also has cultural importance for those with Odishan ancestry.

In fact, every year on March 20, World Pakhala Dibas is celebrated by Odias all over the world to enjoy the cuisine. Ahead of this day, **Sunday POST** presents a few side dishes and Tanka Torani for the readers

PAKHALA DIBAS - MARCH 20

Beating summer blues



PRITISHA DAS

PAKHALA'S SIDE DISH

BADI CHURA: This is my most favourite side dish to enjoy with Pakhala. Badi Chura is made by grinding badi with green chili, onion, and garlic.

FISH FRY: Fry freshwater river fish in mustard oil with some salt turmeric and chili powder. Crispy fish fry is a must for Pakhala.

ALOO BHARTA: This is everyone's favourite Odia side dish. Basically it's just boiled potatoes with the tadka of

five spices and dry red chilli.

SAGA BHAJA: Any leafy greens stir fry with minimal spices and super healthy stuff to have with the pakhala kansa.

BAINGAN-TOMATO PODA: It is nothing but the charred eggplant and tomato salsa with chopped coriander onions and green chillies.

PICKLE: This is optional but I like to have pickle with my pakhala.



TANKA TORANI

If there is one dish that easily gets etched in the palate memory of anyone visiting the famous Jagannath Temple in Puri, it is Tanka Torani – a drink best explained as a jugalbandi of the tartness of a nimbu pani, sharpness of young curry leaves and freshness of a kanji with that hint of chili. Undoubtedly, a pleasure fest – liked by both denizens and visitors - that remains unquenchable with just one glass!

Tanka Torani is made of the rice which is created by the suaras minutes before the Mahaprasad heads to Anand Bazar. Traditionally, Tanka Torani is made from hand-tear lemon leaves, curry leaves and a little salt. Later, green chillies are added to give it that kick. Of course, depending on the sourness, curd is also added to the torani, which can be taken any time of the day – and is refreshing.

The author is a popular food blogger of Odisha

Sasmita



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