

STREAMLINING
GOVERNANCE PROCESSES

It augurs well for Union territory of Jammu & Kashmir to host 25th National Conference on e-governance, as the Union Territory is credited with a unique distinction of having clinched national level award for COVID-19 Management and Panchayat Development Index at its 24th edition held in Hyderabad on January 7 this year. J&K has gone a long way in the field of e-governance, the single example of its success being effective functioning of the Civil Secretariat, which used to relocate half-yearly on Darbar-Move between the summer and the winter capitals of Srinagar and Jammu. However, the huge digital innovation has brought a real revolution across the globe in general and India in particular with the end objective of empowering the people. In this part of the country, the Jammu & Kashmir e-Governance Agency (JaKeGA), therefore, has been single-mindedly designing and delivering projects under this sector by making available requisite and crucial financial, legal and technical framework. The scheduled event is expected to give new impetus and momentum to the initiative, as the industry leaders, officials besides the other stakeholders will get ample opportunity in the serene atmosphere of the spiritually enriched ambience in lap of Trikuta Hills, the abode of Shri Mata Vaishno Devi Shrine on November 25 and 26. The technologies involved in the digital innovation would obviously be discussed threadbare by the experts in the field and all the participants from across the country.

Lieutenant Governor Manoj Sinha has been a strong votary of e-governance, which he believes, has potential of making the delivery mechanism citizen-friendly and ease the interface between the administration and the people at large. Several initiatives have been taken and many more are in the offing. Having a cursory look on the steps being taken in this regard, the easing of land governance through digitization of land records can be described as a major stride in recent times, which has brought a huge transformation in the lives of common people. The UT administration is bringing more and more deliverables under e-governance. The application of information and communication technology is a powerful tool to improve the functioning of the government(s). Needless to say that e-governance has assumed immense significance for delivering the benefits of economic growth achieved by digitization to all segments of society. J&K Government has constituted an Apex committee for overseeing the arrangements of holding this mega event, which is going to be a crucial forum for the delegates from 28 states and Union Territories of the country besides many others, including the top officials of the central and the state governments, to deliberate and discuss how to carry forward the momentum of the mission so that conclusions could be effectively implemented by stakeholders. The platform, thus available, is hoped to be optimally utilized for sharing experiences, lessons from the previous events, technological developments fast taking place across the world and best practices to formulate appropriate initiatives as per the requirements of the time. This will indeed be a big leap forward in realizing the cherished agenda of Prime Minister Narendra Modi 'Minimum Government, Maximum Governance'. Such a phenomenon would, apart from easing the lives of the compatriots, expedite the odyssey of the nation to become Vishwa Guru.

Successful
Leadership

Successful leadership depends on a successful following; if the followers fail to follow, no leader can play a successful role. The chapter 'Al-Nisa' (Women) of the Quran sets forth this principle:

By your Lord, they will not be true believers until they seek your arbitration in their disputes and find within themselves no doubt about what you decide and accept it wholeheartedly. (4:65)

This Quranic verse relates to religious leadership, but the same principle is likewise applicable to the case of secular leadership. Secular leadership and religious leadership are different in their goals, but the method of both is the same.

Men and women are born with differences. Everyone is Mr. Different or Ms. Different, and this being so, it is not always possible to convince everyone of the correctness of the leader's decisions. It is but natural that if some members of the group are in agreement with his decisions some other members may disagree with them. This kind of difference is a natural phenomenon which occurs in both secular groups and religious groups.

Then how to establish unity? Unity is a must for a leader to be successful. Without unity among his followers a leader cannot play an effective role. In such a situation the only formula that is applicable is—follow your leader, be it willingly or unwillingly. This is the only practical way to achieve unity: this is the sole basis for the success of the leader.

The true leader is born and not made. His principal quality is his decision-making ability. In this he

Look at the sky. We are not alone. The whole universe is friendly to us and conspires only to give the best to those who dream and work. -A. P. J. Abdul Kalam

EDITORIAL

Television: A Versatile Audio-Visual Aid

■ DR BANARSI LAL

Every year 21st November is observed as the World Television Day across the globe. This day is observed to recognise the beneficial effects of television for social, political and economic developments of society. Television is helpful to educate and entertain people of all sections of society. It is considered as the cornerstone of democracy. Television is considered as one of the most influential mass media for communication and assists to increase the cultural diversity. On December 17, 1996, the UN General Assembly proclaimed 21st of November as the World Television Day to commemorate the date on which the first World Television Forum was held earlier in that year. All the members' states were invited by the UN to observe the day by encouraging the exchange of television programmes on issues such as peace, security, social, economic and cultural developments. In the world of smart phones, social media, computers, laptops and many other electronic gadgets, television is still considered as a significant source of information and entertainment. The present age has been rightly termed as an 'information age'. Information plays an immense value in our society. Information has become an integral part of our daily life. Now people want adequate and authentic information as early as possible. The mass media namely newspaper, radio and television are catering to this important need of people. For the rapid and overall development of a country it is must that the citizens of that country are well versed with the happenings around them. Present Indian extension system is under numerous pressures where the extension workers have to cater not only vast population but also to perform administrative, election, input supply and other works. Under these circumstances, it is not practically possible to serve all the farmers, all the time for all the problems when ratio of extension worker and farmer, the sender and receiver is more than 1:1000. Therefore, the potential of mass media can be

exploited to serve the rural population in this direction.

Communication is identified as the oldest continued activity of human being since birth and goes on and on till death. More precisely, communication is the basic need of human beings and web of society which makes the survival, growth, progress and development of man possible and holds the society intact and progressive. It is the vital aspect to change the behaviour of the receiver. As a matter of fact, no executive can be successful without communicating effectively with his superiors or subordinates. Messages could be in the form of words, symbols, signs, letters or actions. The importance of communication has been greatly emphasized by all the management experts. Communication is like a part of an individual's life as well as organizational existence. Its importance is self-explanatory and is having common experience of all as well. Communication is the core activity of human association in general and progress as well as development in particular. No human life can exist in isolation. A man can survive only in society and the survival in society is possible with communication. Communication is a vital part of personal life in the society. It is equally important in business, education, civilization, administration and other situations where people encounter with each other to satisfy their needs and wishes. Electronisation and mechanization in communication systems have provided opportunity to access the information rapidly, accurately and repeatedly. To reach the unreachable modern electronic gadgets and systems have been introduced to cope up the requirements. The government of India has realized the need and utility of these electronic equipments for rural population. Therefore, massive programmes of cyber extension, digital interactive distance learning, online networks, and computers aided multimedia; internet and free online telephones etc. have been launched for the farmers. Some of the major extension technology systems and approaches are being used presently like

Kisan Call Centre (1800-180-1551), Cyber Extension, ATIC, computer-internet connectivity etc. Communication in agriculture is not only to inform and create awareness among the farmers but also to implement new ideas that change the mode of farming. Village extension workers (VEWs) inform the farmers about the new technologies, but they are not keeping pace with the advancement of technical know-how. Secondly, the message has to travel through many stages from its source to the ultimate users. Due to this hierarchical transfer sometimes it loses its meaning and originality. Use of television as a powerful communication medium has no doubt to captivate the agriculture educators to harness its potential for reaching far across the nation. While it provides words with pictures and sound effect like movie, TV has the capacity to reach the largest number of people in the shortest possible time. People learn through the eyes and ears both thus, gain greater knowledge and understanding of the subject. The boom in television industries has not only affected urban masses but the rural masses are also fascinated with this media. Now this has become one of the most important media of mass communication for rural masses. It has played a major role in transferring latest technological know-how to the rural people. In India where the rural masses are isolated in villages the communication is difficult and challenging. In this situation television is one of the important sources of mass media which plays a pivotal role in reaching large number of people in no time. Television can bring the world to our door steps within a second. This mass medium has made dissemination of news, information and entertainment possible on a scale unprecedented in human society. It is undoubtedly one of the most versatile audio-visual aids ever developed.

Growth of television in India: The television in India began modestly on September 15, 1959 by a UNESCO grant to study the use of TV as a medium of education, rural uplift and community development. In 1959 an experimental televi-

sion programme was started to train personnel and particularly to discover what television would achieve in community development and formal education. Philips (India) demonstrated its use at an exhibition in New Delhi. The range of the transmitter was 40 kilometers and the audience comprised members of 180 tele-clubs which were provided free sets by UNESCO. The year 1961 witnessed educational television programmes on science for teachers. In the year 1965 entertainment programmes were introduced under pressure from manufacturers and the public. In the year 1967, Indian TV went into rural programmes and 'Krishi Darshan' programme for farmers in 80 villages tele-clubs in Delhi and Haryana were started. The year 1975-76 beamed educational programmes to villages through SITE. Commercial telecast for the first time was introduced in 1976. In 1977 terrestrial transmitters were put up at selected centres to extend television coverage. On August, 15, 1982, the national programme was inaugurated. In 1983 INSAT-IA India's first communication satellite was placed in geostationary orbit but failed in its operation. In 1983 INSAT-IB was successfully launched in orbit by the American Shuttle Challenger. The transfer of science to rural people in India and gradual inoculation of scientific attitude in their everyday life, need to demonstrate in the language which will be understood and appreciated by the rural people. Television as an audio-visual medium of communication offers immense potential for disseminating the technological information to remote corners of the country through the nationwide TV network. Television is also considered very strong as the first stage of awareness. Apart from that, it speeds up entire process of adoption. It is considered as a credible source of information and is taken as authentic, trustworthy and prestigious medium of communication. Television as a mass medium informs, educates, entertains and motivates the people.

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Why youth inclining towards drug menace?

■ MOOL RAJ

Why youth are inclining towards drugs is a question that needs immediate attention. Drug addiction has been the major cause of physical and mental harm to the health of people. It is a problem, sadly, growing terribly, causing severe trauma to our youth and consequently restricting them from accomplishing goals and dreams in life. People sometimes feel that they are too bright, too powerful, too much in control to become addictive. But the truth is that, 'addiction can trap anyone, young or old, beautiful, or smart, some way or the other it enslaves you'.

Globally, over 200 million people consume one or other form of illicit drugs. From natural Bhang, cannabis, opium to synthetic 'designer' drugs like ecstasy or MDMA, barbiturate derivatives, benzodiazepines like alprazolam, diazepam, amphetamines, Phenethylamine and Tryptamine derivatives; different forms of drugs that are available for inducing excitation, or euphoria. Drug addiction (a nuisance) can harm your body, cause problems in family structure and contribute to the delinquency in society. It can even lead to crime as a result of reduced impulse control and negligence, consequently affecting the human welfare, law and order and economic production of a state. No country is free from it, not even supergiant America. It is like a curse for a developing country like India. As India is already facing several problems like poverty, unemployment, child labour, female infanticide and overpopulation, harming its overall health as a state, Drug addiction is widespread and increasing at an alarming rate here in Kashmir. There is no shortage of supply and people enslaved arrange it very easily.

But these qualities in themselves are not sufficient to ensure a successful leadership. Successful leadership depends fifty per cent upon the leader and fifty per cent upon his followers. Without a combination of the two, no leader can function successfully in either the secular or the religious sphere.

A successful leader needs material power, but power by itself does not guarantee the success of a leader. People must be aware of the benefits of unity and the pitfalls of disunity. They must bear in mind the maxim: United we stand, divided we fall.

One difference between a successful leader and an unsuccessful leader is that the former knows his followers as well as he knows himself, while the latter is one who knows himself but has no knowledge of his followers. Without having a good understanding of his followers, no leader can prove to be successful.

It is said that a successful leader is one who is also a successful pleader. Often there are occasions when you have to induce people to follow you, but there are also sometimes circumstances in which it is better to follow others. It is an appreciation of this fact that contributes to the success of the leader.

-Maulana Wahiduddin Khan

Despite the fact that some drug peddlers are arrested by police, many youths are still involved in it and the numbers continue to swell. Yes, it initially starts with a cigarette puff, but the lust for it grows on. Why youth consume drugs, a question that seeks immediate attention? Yes, mix-up with a bad company can be a reason for it. In tender age a person tries to get adjusted in the society and for that purpose he thinks of making friends, good friends. It is a human desire and a great need, because a human is social and interdependent. Good company is okay, but bad company is a slow-sweet poison. It provides easy access to such illicit drugs, resulting in a lifetime addiction. There are many disturbed personalities suffering from this disease and their drug addiction has completely enslaved them. Some causes may include taking drugs to cope up with stress, financial crises, interpersonal conflicts, poverty, family burden etc. But this is all nonsense. You can't give up that way. If you are looking for solutions to these problems or many others, you will surely get it. But taking drugs is no solution. Don't you see the people living around you, who hate drugs and always advice, you to quit. They too face such pressures that are what life is all about - struggle. What they do, they (wise) handle it beautifully and you (fool) fail miserably to handle it. Wake-up! Addict, yes an addict, if really wants can surely get rid of drugs. The medicine is not the last hope, there are a good number of people to help you, including many volunteers, self-help groups, NGOs and many other social institutions, which counsel and look after such people. There have been some efforts from the state government as well. As I told, there can be many reasons for why people

consume drugs. Some people have strong interest, but at times, some take drugs just for fun, or as a result of peer pressure. Although, you can start taking drugs at anytime, you cannot stop on your own will. You would do it when undergoing rehabilitation, but it takes time. I am personally agitated to see blooming buds involved in such practices, who by taking these drugs damage their health. Yes, it initially feels good, but its excessive and continuous use is all dangerous. Today is the age of modern science and technology but unfortunately, our society is still in dangers because of social evils like drug addiction. Use of alcohol, narcotics like opium, Charas and other sedatives surpass all dimensions. A society can survive on certain principles of morality and orderly behaviour and it is our responsibility to maintain it. Self-help is immediate. We need to promote life skills and healthy lifestyles, educate the parents on how to watch their child's behaviour and keep a track of their child peer group. Government need to be more aggressive and authoritative. But don't be absolutely dependent on government, please! There are laws to punish guilty, but we need to work on individual as well as group level to tackle this menace. Social integration is, fortunately, one of the most important protective factors against drug use. In the same breath, 'no medicine without prescription' needs to be strictly followed by the RMPs (Retailed Medical Practitioners). A man being ignorant or poor is no excuse, those literate and rich not innocent either. Before such a catastrophe overtakes youth, we must act today, or otherwise it will be too late to handle.

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Maharani Laxmi Bai- Icon of Women Empowerment

■ PURAN CHAND SHARMA

The history of our struggle for Independence from the steely clutches of invincible British Empire is replete with such numerous precedents wherein the fearless freedom fighters and true patriots fought with indomitable courage and laid down their lives for protection and liberation of sacred land of Bharat Mata. Maharani Laxmi Bai is the towering icon of Indian national movement and Women Empowerment in real sense of the term.

The illustrious Queen, outstanding warrior who never succumbed to the high-handedness of British Rulers during the course of first war of Independence fought in 1857-58 which has also been dubbed as mere Gadaar or Rebellion against British but in reality it was a mighty blitzkrieg of Indian masses which laid rock solid foundation for the upcoming generation to carry on the struggle with due diligence and unrelenting national resolve till the comprehensive freedom is attained transcending the powerful shackles and barriers of alien rule. Nation as a whole is deeply indebted to all those Heroes and martyrs. They are the perennial source of our inspiration to live and die for the country. Our real heroes sacrificed all their worldly dreams and comforts for the sake of our happiness and well being. Our progeny must know the history of our persistent struggle and profound saga of phenomenal sacrifices apart from mere slavery and subjugation. No sovereign country can afford to be oblivious of their colossal contribution. They are our lifeline for

being independent and powerful in the world. Let us pause a while to pay our heartfelt homage to Maharani Laxmi Bai popularly known as Jhansi Ki Rani on her 187th Birth Day by virtue of sweet remembrance and brief narration of her phenomenal life story.

Maharani Laxmi Bai's real name was Manikarnika alias Manu born to Moropant Tambe (Father) & Bhagrathi Sapre (Mother) in Maratha Brahmin Family at Kashin on November 19, 1835 and got martyred in Battle Field donned in soldier's combat uniform and daringly fighting till the end with the top brass of Imperial forces disproportionately higher in number at a place called as Kotah-ki-Sarai near Gwalior. As if everything in her life was a divinely preordained plan of creation, her upbringing unusually happened for a Brahmin Girl in the royal family of Peshwa Ruler Baji Rao-2. She grew up in the company of Boys in the Court of Peshwa. She was trained in Martial Arts and horse riding to perfection. She also gained exceptional proficiency in sword fighting and riding in the shortest possible time and transformed herself into an accomplished warrior at a very young age.

In conformity with her natural traits coupled with exemplary fighting skills and by virtue of powerful driving force of destiny Manikarnika Tambe happened to tie the nuptial knot to Maharaja Gangadhar Rao Niwalkar of Jhansi state at the age of 14 years. As soon as she entered into the periphery of Jhansi as consort and queen of Maharaja Gangadhar Rao, Prince of Jhansi started experiencing the

divine ecstasy together with profuse prosperity in terms of materialistic possessions, wealth and revenue pouring in torrents. One and all experienced a unique spiritual energy as if Goddess Laxmi had incarnated in Jhansi accompanied with her infinite divine treasures. Accordingly Manikarnika or Manu was unanimously and lovingly addressed as Maharani Laxmi Bai which made her too endeared and popular in the course of times ahead. Accordingly Jhansi got immersed in deep sea of heavenly pleasures fully secured from worldly fears and her borders were fully protected from hostile invasions. Things were moving perfectly well and their princely state was flourishing by leaps and bounds. But shortly her destiny took a horrible turn.

Young Queen gave birth to a son in year 1851 but he did not survive more than four months. Maharaja Gangadhar Rao could not reconcile with this heartbreaking misfortune and left for heavenly abode after prolonged sickness in year 1853 and Maharani Laxmi Bai got widowed without bearing a surviving heir to the throne. Prior to the demise of Maharaja, the royal couple had adopted a son namely Damodar Rao as per Indian traditions but Lord Dalhousie, then British Governor General did not give his acceptance to this arrangement and forcefully applied his Doctrine of Lapse which authorized East India Company to take over a Princely State sans a real surviving heir to the state. Lord Dalhousie annexed Jhansi in accordance with Doctrine of Lapse, posted an agent of East India Company to look