

ADVISORY ON MALICIOUS CALLS

Department of Telecommunications (DoT) is the nodal agency for formulating policies, programs, and regulatory frameworks for the telecommunications sector in India, committed to ensuring the security and well-being of citizens, the DoT strives to provide reliable and secure communication services across the nation.

DoT is alerting citizens about a surge in malicious calls claiming that mobile numbers will be disconnected within two hours by the DoT. These calls are fraudulent attempts to deceive and potentially exploit individuals.

The DoT does not make calls to citizens threatening disconnection; Citizens are urged to exercise caution and not provide any personal information if they receive such calls; Precautions Advised by the DoT Verification: Do not share any personal information if you receive a call threatening disconnection. Verify the authenticity of such calls with your service providers.

Stay Informed: Be aware that the DoT does not communicate disconnection warnings via phone calls. Any such call should be treated as suspicious.

Report Incidents: Report any suspicious calls at the National Cyber Crime Reporting Portal <https://cyber-crime.gov.in>.

The DoT emphasizes the importance of staying vigilant, verifying information, and promptly reporting any suspicious activity. The Department is working closely with law enforcement agencies to address these fraudulent calls and protect citizens from potential exploitation.

J&K, UT conducts Fifth Phase of B2V

■ OMKAR DATTATRAY

In Jammu and Kashmir ,the 5th phase of the much publicized Back to Village Programme (B2V) begun on 7,November 2023 and it will last up to 16,November.This edition of B2V focused on saturation of self-employment schemes ,progress on implementation of Jal Jeevan Mission ,saturation of welfare schemes including old-age pension scheme ,sports ,culture ,progress on achievement of deliverables ,availability of electricity in villages along with the host of other things .An official spokesman said that during the 10 day programme ,officers would visit their assigned Panchayat areas and undertake a review of previous and current year deliverables .Jammu and Kashmir chief Secretary A K Mehta chaired a meeting on Sunday to review the preparations for the fifth phase of the 'Back to Village'(B2V) Programme which is scheduled to start in the UT from November 7.In this regard ,officers are visiting their assigned Panchayat areas and are undertaking review of previous and current year deliverables .They are laying the groundwork for next year's Gram Panchayat Development Programme with special focus on improving the penetration of e-services. Addressing the meeting, the chief Secretary observed that the previous edition of the B2V programme helped in collating the requirements of the villages and prioritizing works of public importance ,helping the government in ensuring the last-mile delivery of various services. They also helped in the identification of beneficiaries for skill development and self -employment schemes .The CS stressed that the current edition of B2V shall focus on the saturation of self-employment and welfare schemes ,implementation of the Jal Jeevan Mission along with the host of other parameters for which a booklet is being circulated among the officers concerned .The entire data will be collected digitally and analyzed for consequential action at the relevant levels of the government .The spokesman said that RDD shall provide the requisite training to the officers who will be undertaking this programme for the first time .Mehta appealed to the public to participate in the B2V programme .The programme is being conducted up to 16th of November during which the Prabhari officers are visiting their respective panchayats and are staying there for a specific period and are interacting and taking feedback from the gross -roots so as to tailor government efforts in improving the delivery of village specific services .It is an initiative to take the administration to the doorsteps of the people across 4,483 panchayats to address genuine development -related and other needs of the people .The B2V Programme is aimed at involving the people and government officials in a joint effort to deliver the mission of equitable development in rural areas .The Back to Village Programme is the flagship public outreach ,participation and feedback programme of the UT government .During the programme ,the Prabhari officers will visit their respective Panchayats and interact with the public and undertake review of previous and current deliverables ,preparation of next year Gram Panchayat Development Programme with special focus with respect to improving e-services penetration ,user experience for greater accessibility and usage by citizens at large besides feedback on various notable achievements of departments recognized at the national level .This edition of B2V shall among others focus on saturation of self-employment schemes ,progress on implementation of Jal Jeevan Mission ,saturation of welfare schemes including old-age pension schemes ,sports ,culture ,progress on achievement of deliverables ,availability of electricity in villages along with host of other parameters for which booklet is being circulated to Prabhari officers .The entire data will be collated digitally and will be analyzed for consequential action at relevant levels of the government .The key objective of the programme is saturation of services and bridging the gap between government and people. Chief secretary Dr A K Mehta on Monday chaired a high level meeting of senior functionaries of the government of Jammu and Kashmir to review preparations for Fifth Phase of Back to Village Programme which is J&K governments flagship public outreach programme and serves as a robust tool for participation of people in governance .The announcement in regard to the conducting of B2V5 programme was made at a high level meeting of the senior functionaries of the Jammu and Kashmir government chaired by Dr A K Mehta .Chief secretary said that the previous B2V also helped in identification of beneficiaries especially youth and women for availing skill development and self employment schemes .In collaboration with banks substantial number of unemployed youth has been provided self-employment opportunities .The deputy commissioners shall do the phasing of B2V5 in their districts as per the operational requirements .The Back to Village Programme has come a long way and is now a component of Aspirational Panchayat programme .The Panchayat Development Index is another innovation being implemented by J&K government .The key objective of the programme is saturation of services and bridging the gap between the government and people .He appealed for overwhelming participation of public in B2V5 programme,as it serves as a true measure of the initiatives success. Further all officers were strongly encouraged to actively participate in B2V5 activities to achieve the specific objectives set for this phase. In short the B2V5 programme is a way to connect ,interact with the people by the concerned officers by going to the doorstep of the people and solve the issues and problems of the people and involve the people at the gross root level and to take feedback from the public in order to improve the facilities available to the people .It is hoped that this fifth phase of the Back to Village programme will deliver best to public by bringing administration to the door step of the people .This is real democracy in practice and these programmes should be encouraged and the general public should participate with zest and zeal in such programmes aimed at the betterment of people.

(The author is a columnist, social and KP activist).

■ G L KHAJURIA

As we all are well aware that Diwalior Deepwali is the most prominent festival of lights being celebrated all over India. The festival symbolizes the victory of truth over the evil, light over darkness and above all knowledge over the ignorance. This festival predominately is the most enthusiastically revered in the honor of Maryada parshotum Lord rama, who arrives Ayodhya after a long sojourn of fourteen years. Lord Rama honored and obeyed his father.His father never wanted Rama along with his consort sita and brother Lakhman should to go for exile.

Lord Rama, the incarnation of Lord Vishu well knew to pass through this crucial phase. In return Bhagwan Rama messaged all and one of Ayodya that he has to enjoy an unusual charming experience to glimpse nature closely. Apart from, his aim was to be in close association with all sages and saints to share mutual interaction. He wanted to be ables with nature's manifestations-the lush green forests and colorful wildlife throughout the country.

In the process, he eased the rishis and munis from the terrorizing rakshas thereby having them a sigh of relief and enabled them to go in for meditations and samadhis.

The five days Deepawali festival, apart from afestival alone has of course many more affiliations attached to this centuries old mythol-



ogy and theology. The festival which falls on 15th day of kartika. The first day epitomize Dhantras, second day as choti Diwali and third the main Diwali when Maa Durga is worshipped and puja archana performed in almost all houses. The fourth day falls on the dark night of Amavaya which is the 'Kartie Shub Pava' and the last fifth day is celebrated as 'Bhai Duj' ---a sacred bond of love and affection of brothers and sisters.

The Deepawali has over the centuries back have been mostly celebrated and will continue for centuries ahead. All these festivals have their own identity well renowned world wild.

Deepawali celebration glitters and enlight-

ens all houses with earthen Diyas and candles and every room and it arounds welcome Maa Lakhmi with multi colored garlands and the incense of 'Aarvaties' and Dhoops. The auspicious leaves of Dana (Vitex negumu and trinkanda are spiritually symbolize good omen and these are displayed on all doorsteps to the extent of entry points (Gates) and the bath rooms and this signifies their own uniqueness. The brightening lights of 'Diyas' and candles still add to beauty to every Hindu house.

In the honor to welcome lord Rama, sita and Lakhman, the people also go in forbursting of crackers and lightening the sky with hawaies

Innovative Nanofertilizers for Eco-Friendly Green Agriculture

■ DR. MANSUKH MANDAVIYA

Fertilizer remains one of the critical inputs for increasing food production for providing sustenance to 1.4 billion population of our country. In the last 9 years, our efforts have resulted in enhanced production capacity of urea, a major fertilizer for nitrogen (N) source, which has gone upto 283.74 LMT/ year; a quantum jump from 207.54 LMT/ year in 2013-14. Similarly, the fertilizer industry (including Public, cooperative and private players) has been also actively promoting other major nutrients of phosphate (P) and potash (K) based fertilizers. Balanced use of NPK fertilizers is must for sustainable agriculture. However, in the quest for enhancing crop productivity and to feed increasing population on continuum basis, the vital aspect of soil fertility, soil and water conservation are getting compromised due to excess and imbalanced use of fertilizers. As a result soils have become hungry for nutrients and thirsty for water which is exhibited in their fertility status. This led to requirement of an innovative technology for increasing Fertilizer Use Efficiency (FUE) and to save soil and environment. The new age nano technology has come as an answer to solve this problem and for producing more from less i.e. to increase input use efficiency with less environment footprints.

Taking inspiration from clarion call of our Honble Prime Minister on Make in India, Indian scientists and engineers have developed Nano urea (liquid), the first indigenously developed nano fertilizer. Nano urea is notified under Fertilizer Control Order (FCO) in 2021 after vigorous field trials and passing strict bioefficacy& biosafety testing protocols as per Department of Bio technology's "Guidelines on nano agri-inputs". It is a perfect example of initiative undertaken under the 'AATMANIRBHAR

KRISHI' & 'AATMANIRBHAR BHARAT' during the AMRIT KAAL for ensuring food and nutritional security of the nation in perpetuity. As of now, nano urea plants at Kalol in Gujarat, Phulpur and Aonla in Uttar Pradesh with capacity of 17 crore bottles have been set up. By 2025, other nano plants at Nangal, Trombay, Bangaluru, Deogarh, Guwahati and several other places would be ready that will increase nano urea production capacity to more than 44 Crore Bottles/ Year which will be equal to more than 195 LMT of conventional urea.

Nano Urea cost's 16 % lower than a bag of urea and can be carried easily by farmers to their fields, a fact appreciated by majority of young farmers that has translated into increased sale of nano urea bottles. Nano urea has benefit in term of logistics and storage cost too. A conventional fertilizer rake (BCNHL) carries 69,600 bags of conventional urea, while it can carry 29 lakh bottles of nano urea bottles correspondingly. Similarly, one 24 MT truck carrying 533 bags of urea can carry 30,000 bottles of nano urea. A nano urea plant has advantage over a conventional urea plant in terms of capex, energy consumption and less carbon dioxide emission. Nano Urea - NU (liquid) exhibits high nutrient use efficiency (NUE) and its adoption results in enhanced agricultural productivity, quality of produce, farmers profitability and reduction in soil, water and air pollution, logistics and warehousing cost. The field experiments of ICAR in Kharif 2021 with nano urea at 20 locations on Rice, Maize, Finger Millet, Pearl millet, Ginger indicated Yield advantage of 3 - 8 % and savings of 25-50% for the farmers.

In the last 3 seasons, 6.5 crore bottles (500 ml each) of Nano Urea Liquid have been consumed

by 192 lakh farmers as a possible alternate for foliar dose of urea covering an area of 150 lakh hectares. There are very encouraging results at farmers' field level too with nano urea usage. In comparison to 2021-22 during 2022-23, Nano Urea Sales increased by 55% whereas conventional urea registered marginal growth of 4%. In 2022-23, decrease in consumption of conventional urea is observed in states of Punjab, Kerala, Tamil Nadu, Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Jharkhand, and Assam whereas correspondingly, there has been increase in the consumption of Nano Urea in these states, for instance, consumption of nano urea has increased by 27% in Punjab, 20% in Kerala, 67% in Uttarakhand, 49.6% in Jammu & Kashmir in 2022-23 compared to 2021-22. Similarly, sales of Nano Urea increased in Kharif 2023 over last Kharif, 2022 whereas NCU sale reduced in the States of Himachal Pradesh, Jammu & Kashmir. A total of 189 districts showed reduction in conventional urea consumption during the year 2022-23 compared to 2021-22; out of these, 130 districts in 16 states, registered average 12% reduction in Conventional Urea consumption, as well as 76% increase in Nano Urea consumption. In Kharif 2023, reduction in conventional Urea Sales due to use of Nano Urea was observed in 113 districts in comparison to Kharif 2022.

Nano DAP, the recently included nano fertilizer, is another a feather in the cap of crop nutrition that can reduce the consumption of conventional DAP which eventually will lead to decreased imports. Further research happening in fertilizer sector towards development of Nano NPK, Nano Zinc, Nano Copper; Nano Boron, Nano Sulphur etc. will surely lead to ecofriendly sustainable agriculture in future. The use of nano fertilizers will also help in fur-

thering the objective of PM Programme for Restoration, Awareness, Nourishment and Amelioration of Mother Earth (PMPRANAM) launched to promote alternate fertilizers and balanced use of chemical fertilizers. Accrued benefits in terms of reduction in Green House Gas (GHGs) emission, saving of people's subsidy, transportation and other sundry costs would be manifold that would ultimately contribute in the nation building.

Further, massive awareness campaigns and farmer connect programmes have been taken up leveraging the advantage of existing institutional structures like Indian Council of Agricultural Research (ICAR)- Krishi Vigyan Kendras(KVKs), Agriculture Technology Management Agency (ATMA), Self Help Groups under National Rural Livelihood Mission (NRLM) , Farmer Field Schools (FFS) etc. With increase in awareness, well developed drone spraying ecosystem and other sprayers along crop based niche applications, nanofertilizers is expected to grow over time with concomitant reduction and rationalisation in bulk chemical fertilizers consumption.

Widespread adoption of Nano Urea and other Nano fertilizers will lead to farmers' profitability and in addressing UN-Sustainable Development Goals (SDGs). It is time that holistic impact of indigenously developed nanofertilizers are understood and encouraged by all stakeholders in unison. The incorporation of nanofertilizers in crop production strategies by the farmers will help in harnessing the benefits of attaining eco-friendly green agriculture as well as food and nutritional security for"HEALTHY& FIT BHARAT".

(The author is Union Minister for Chemicals & Fertilizers and Health & Family Welfare).

Swachh Diwali Shubh Diwali

During the past years, a new resolution of the country has also been associated with our festivals. You all know, this is the resolution of 'Vocal for Local'. The harmful litter of polythene on the festivals observing cleanliness is against the spirit of our festivals. Therefore, we should use only locally made non-plastic bags. It is our duty to promote them on the occasion of festivals, and take care of our health and environment along with cleanliness." - Prime Minister, Shri Narendra Modi

Diwali is round the corner and households are abuzz with festive cheer. Swachhata takes centrestage in every home as citizens get busy in cleanliness activities before Diwali. During Diwali, cleanliness is not just limited to homes. The entire community comes together to ensure that the streets, markets, and neighborhoods are clean to ring in the festivities. Replacing old and unused items with new ones is also a customary part of this festival. In line with the festive mood of the nation,

Swachh Bharat Mission-Urban 2.0 under the aegis of Ministry of Housing and Urban Affairs (MoHUA), launches the Swachh Diwali Shubh Diwali campaign from the 06th to 12th Nov., 2023. The campaign aims at invoking the cultural significance of Diwali coupled with the journey of Swachh Bharat and the principles of Lifestyle for Environment (Mission LiFE).

Reiterating the core principles of Mission LiFE that aims to protect and preserve the environment, bringing about a pro-planet behavioural change in lifestyle, the concept of Swachh Diwali Shubh Diwali emphasizes the importance of a clean and eco-friendly celebration. This initiative aims to instill a sense of responsibility towards the environment and communities by sensitizing and motivating individuals to opt for locally made products, embrace a Diwali free from single-use plastic and prioritize pre and post Diwali cleanliness. By doing so, it seeks to foster a sustainable and environmentally conscious approach to

the festival.

The Mission has partnered with MyGov, the government's citizen engagement platform for the 'Swachh Diwali Shubh Diwali' - Signature Campaign. Citizens are encouraged to take part in the national signature campaign to showcase their resolve to celebrate a clean, green, and Single Use Plastic free Diwali. Citizens can sign up for a Swachh Diwali on MyGov from 6th - 12th Nov, 2023. They can also capture their unique initiatives for a Swachh Diwali in a 30 second video reel and upload on social media platforms of their choice with #SwachhDiwali & tag the official handles of SBM Urban 2.0 - @sbmurbangov. In addition, urban local bodies have been requested to take up cleaning, misting activities pre and post Diwali.

Various citizen groups will popularize the Signature Campaign facilitating citizen participation to pledge their resolve for clean & green Diwali. To promote the concept of 3R among citizens, local bodies can

facilitate collection of items being donated at RRR Centres by popularizing the location of collection point. Central Ministries, State Govt, Union Territories, all Govt. offices, District administration, and local bodies will connect with the Market Associations, Trade Associations, business bodies, Resident Welfare Associations, Ward Committees, Self Help Groups, NGOs and CSOs, Youth Clubs to spread awareness on various aspects of swachhata promoting waste segregation, adopting the principles of Reduce, Reuse, Recycle and transforming Waste to Wealth. Cities with high Air Quality Index (AQI) must ensure special care and safety for the sanitation workers. They can distribute appropriate face masks, protective eye and safety gears. To make their Diwali celebrations special, they could also be gifted locally made products.

(The Writer is Ministry of Housing & Urban Affairs).

YOUR COLUMN

Urgent Action Needed to Address Delhi-NCR Air Pollution Crisis

Dear Editor,

The alarming air pollution levels in Delhi-NCR, a matter that demands urgent attention and concerted efforts from all stakeholders. The recent light rain has provided a temporary respite, but the Air Quality Index (AQI) still stands at 376, categorizing it as 'very poor'. It is evident that sporadic relief measures are insufficient to combat the severity of the situation. The health and well-being of millions of residents are at stake. The Supreme Court's ongoing deliberations on the odd-even vehicle scheme underscore the gravity of the issue. While the Delhi government seeks to present scientific evaluations supporting the effectiveness of the policy, it is crucial to move beyond debates and implement robust, sustained measures to address the root causes of pollution. I urge authorities to consider comprehensive strategies, including stricter emissions controls, increased public transportation, and incentives for eco-friendly practices. Additionally, collaborative efforts at the regional and national levels are imperative to tackle the transboundary nature of air pollution.

The citizens of Delhi-NCR deserve a breathable and

healthy environment, and it is the responsibility of our leaders to prioritize and implement sustainable solutions. Let us not wait for the next crisis to prompt action. The time for decisive and collective steps is now.

Maimul Safui
West Bengal.

Knowledge, Education and Wisdom

Dear Editor,

A person can educate the other if the educator has good knowledge. Mere possession of knowledge cannot be enough unless one is wise enough to apply it in times of need. Knowledge is defined as "information and skills acquired through experience or education". Education is defined as "the process of educating or being educated". Wisdom is defined as "the quality of being wise". Knowledge and education are the outcome of hard work whereas wisdom is the God gift. Nevertheless, knowledge and education have the powers to make a wise person wiser and wiser person wisest. The combination of knowledge, education and wisdom takes a person to greater height. Knowledge, education and wisdom command respect from people provided arrogance does not envelope the mind of educated and wise persons. Goodness and kind-heartedness are feather on the cap of a knowledgeable and wise personality. Dissemination of knowledge enhances the fund of knowledge of the sharer without parting even a fraction of it. Knowledge and education are intangi-

ble assets of a person which no thief can steal. They are the ones, the more one spends, the more the stock of it accumulates. Knowledge and education are one part and wisdom is another. Some people have knowledge and education but lack wisdom. Some people have wisdom but lack knowledge and education. In the event of conflict between knowledge and education on the one hand and wisdom on the other, it is the writ of wisdom that runs large. A wise person has better chances of survival than an educated and knowledgeable personality. The importance of knowledge and education cannot be under-rated. The point to be noted is that a person with knowledge and education cannot make use of them in times of need unless he has wisdom. The life of a person with knowledge, education and wisdom will always be exuberant. Some people with good knowledge and education may be niggardly at sharing them with others fearing that their value diminishes in case the persons with whom they share their knowledge grow equal to or above their level. Selfish persons can only refuse to share their knowledge with others. Knowledge and education are sheer waste unless they are used for the betterment of others. False knowledge or half-knowledge is more dangerous than no knowledge. People with half or no knowledge make more noise than the people abound in knowledge. That is why a pitcher with full water makes no noise. Half-filled pitcher makes more sound.

K.V Seetharamaiah