

SUPOSHIT BHARAT UNDER POSHAN ABHIYAN

The Ministry of AYUSH is knowledge partner with the Ministry of Women and Child Development in the Poshan Abhiyan to achieve the ultimate goal of 'Suposhit Bharat'; and actively participated in this program and celebrates Poshan Pakhwada and Poshan Maah every year since year 2018. While speaking in Lok Sabha, Minister of AYUSH Sarbananda Sonowal informed that Ministry of AYUSH, in order to provide technical guidance and support based on the AYUSH principles of regional and seasonal variations in the body and considering the local preferences, has developed advisory for preferred food and dietary items to address Kuposhan Mukht Bharat, which include general dietary advisory, advisory for pregnant women, lactating mothers, children, specific recommendations for anemia in pregnancy and malnourished children which have been shared with Ministry of Women and Child Development The same has been endorsed by MoWCD to all States. Ministry of AYUSH has developed four yoga modules for the beneficiaries of Anganwari Services- yoga module for children of age 3 to 6 years, for adolescent girls, for pregnant ladies and for lactating mothers. These modules have been provided to all Integrated Child Development Services (ICDS) functionaries and Anganwari workers for training / further dissemination to the beneficiaries.

The Government of India has approved "Saksham Anganwari and Poshan 2.0"- an Integrated Nutrition Support Programme scheme of Ministry of Women and Child Development during the 15th Finance Commission period 2021-22 to 2025-26. "The common core" of Saksham Anganwari and Poshan 2.0 center on maternal nutrition, infant and young child feeding norms, treatment protocols for Severe Acute Malnutrition/ Moderate Acute Malnutrition and Wellness through AYUSH practices to reduce wasting and underweight prevalence besides stunting and anemia.

Mission POSHAN 2.0 including Poshan Abhiyaan has a total financial implication of Rs 1,81,703 crores, comprising Rs 1,02,031 crore as Central share and Rs 79,672 crore as State share. Poshan 2.0 shall focus on Maternal Nutrition, Infant and Young Child Feeding Norms, Treatment of MAM/SAM and Wellness through AYUSH. It will rest on the pillars of Convergence, Governance, and Capacity-building. Poshan Abhiyan will be the key pillar for Outreach and will cover innovations related to nutritional support, ICT interventions, Media Advocacy and Research, Community Outreach and Jan Andolan. Mission Poshan 2.0 will integrate several key strategies to fulfill its objectives, viz., Corrective strategies, Nutrition Awareness strategies, Communication strategies and Creation of green eco-systems.

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Go For Commitment, Caring and Collective ResolveGet Off The Threshold

Body text: After a gap of more than a decade, I have returned to the World Economic Forum (WEF) this year. Meeting after the Covid-19 pandemic, I see there is an emphasis on discussing the important role of mental well-being, resilience, reimagining globalisation, sustainability, sociocultural harmony, and happiness in economic and social development.

A peaceful society is the basis of a prosperous society, and I am happy that world leaders are placing a great deal of importance on recognising and addressing these issues. The theme of this year's WEF 'Cooperation in a Fragmented World' resonates with the vision of the Art of Living which started 42 years ago to unite people through a revival and regeneration of human and spiritual values.

The current perception of fragmentation is not new. We must know that conflict, division, chaos and confusion sprout in the minds of people. It has to be countered with commitment, caring and collective resolve. This can happen only when leaders cultivate the mind to be calm and take considered decisions. We all need to recognise that we live in an interconnected world. There is no substitute for cooperation for the general good of the world.

Economic ups and downs are a natural part of the world economic order and not all parts of the economy flourish at the same time. For example, the tourism industry reduced significantly during the pandemic, whereas the healthcare industry flourished. While the transportation industry suffered significantly, the medical supplies industry increased and as in-person physical conferences shut down, people adopted virtual conferences. The advancement of technology allowed governments and business leaders to rethink their strategies and made us more resilient.

The economic sanctions placed by governments on other countries have not worked in the past and it is doubtful if they will work in future. Sanctions haven't achieved any concrete goal besides causing suffering to the common man. We should remember that India was also put under sanctions because we developed nuclear capabilities.

There is a lot of talk about leadership but who do you lead when there is so much attention deficit disorder? When uncertainty and anxiety have taken over the human psyche, leadership goes for a toss.

Mental health is a huge crisis. More than \$2.7 trillion is being spent on mental health but hardly anything is being done for prevention. The current approach to addressing mental health is ineffective and calls for a fundamental change. We must address the root cause from a holistic perspective and explore breathing as a tool to manage the mind and emotions. Yog and meditation have been proven to be the most effective tool to check attention deficit disorder, depression, anxiety and other challenges. Thanks to the initiatives of the Government of India, yoga and meditation have been introduced in schools and colleges throughout the country. I am glad that in India, we are also taking dhyana, meditation, to every ghar, home. The Government of India and Art of Living have partnered to promote mental health with the Har Ghar Dhyana initiative. The resilience of our youth, their dynamism and an enhanced sense of social responsibility coupled with the government's incentives for start-ups will definitely take the country to another level.

The WEF has picked up several good projects that focus on protecting the environment. One of them is the Miyazaki diversity project being run in many schools by Art of Living volunteer Neelam Patil from California. The Miyazaki method grows micro forests 10x faster, generates up to 100x more biodiversity, replaces water-guzzling lawns with native drought-tolerant plants, has a 95 per cent survival rate, and empowers children to make a difference in a climate change solution. In California, the average height of the trees after just one year is 3 meters, 12-feet tall. As the world faces a biodiversity crisis, micro forests are serving as havens for local flora and fauna in underutilised micro-urban spaces.

-Sri Sri Ravi Shankar

■ SHASHI RATTAN

Last week I was visiting a Mall with my friend who wanted to buy some woollen garments. Since all the Big Brands had started their season's clearance sale, some people think that it is the right time to get some good stuff at reasonable price.

Well I have a different view on this because I feel that stuffing my wardrobe with the stuff that I am not going to use immediately is a waste of effort. Anyway, that is only a personal view, no judgment on those who find it a good practice.

But, that is not the reason, I am penning down these thoughts for.

While my friend was trying the garments in the trial room, I was waiting for her outside and having a look around.

I find it interesting to observe people unobtrusively while they go around their business. There was a young girl outside the trial room waiting for her turn. She must have been in her late teens or early twenties.

She had a huge stack of clothes that she had selected for the trial. It was the expression on her face that intrigued me.

She had such an expression of displeas-

ure or should I say disgust on her face that was totally unmatched with the circumstances she was in, or the activity she was involved in.

May be something troubled her. But, it is the same expression of apathy that I find on most of the young faces these days. They are not happy with anything in their life.

They are not happy at home; home cooked food appalls them; family is too restricting for their liking; friends, so called, they have in scores, but no one they can really confide in.

If you go out with them, they may order many expensive dishes but end up dissatisfied.

They buy the most expensive clothes but are not happy once they have these in their closet. They are forever hanker-ing after one thing or another.

May be a new gadget, a fancy watch, a jewellery item or dress or something that may have caught their fancy, notwithstanding the fact whether they need it or whether their parents can afford it.

They Coax, Cajole, blackmail their parents till their wish is fulfilled and then they move on to the next item on the list. It is a never ending saga. But, that is not what bothers me. I fail to under-

Battle ready BJP and impuissant opposition

■ M R LALU

A battle ready BJP? Does it rattle the rest of the parties that are eagerly waiting for a potential eradication of the saffron saga? It probably does. A repeat of 2019 in 2024 would further shake the existing ambience of political aspirations of many warlords in India. Alarm signals from different corners of the country are evocative of the dangerous battle readiness of one political outfit, the BJP. More and more aggressive groupings of desperate naysayers would transform their perennial calumny into frantic hobnobs and undeniably in extreme situations, they would choose to merge their intentions and emotions intermingling in one heave of unity. Situation is slowly changing. We see it vividly but little speck of dust is withering the clarity.

The 'Moditva', with its axiomatic collaboration with the Hindutva is all set to peel out the bulges of anomalies. 2024 will be a prestige battle for all parties. Impatience to stitch new coalitions is thickening in the air.

The National Executive of the ruling BJP saw its ultimate leader's headmaster role. He admonished the party cohorts to remain vigilant before they spit contentious vocabulary on issues that would catch up fire with severe rapidity. He had special reference to the cancel culture against Hindi movies.

The controversial 'Pathan' movie now have a smooth sailing without any Hindu radical outrage. With the nine states due to go to polls before the National Election, Modi understands the electoral value of his image. He literally cautioned his party men to come out of the shadow of the Moditva and work hard taking the success stories of the government's initiatives ensuring the last mile delivery to a larger audience.

He is aware of the discontent among the opposition and pacing towards a third term, the opposition parties would utilize their last ounce of energy to patch up new equations.

With his party's humongous victory in his home state, one thing is clear that brand Modi's indomitability is his clarity of vision and his administrative acumen, a colossus for the last two decades.

The Hindutva that his opponents accuse him of is the plank that he consecrated with his ethno-nationalist ethies. His policies and politics had an unequivocal impact on the larger welfare of the country and a huge audience is always ready to swallow his views without

any ambiguity.

This should worry the entire opposition.

Modi's moves throughout his tenure in the last eight years have been futuristic and he kept chasing his ambitious targets. His target oriented steps to put India on the pedestal of a developed nation were more convincing than the vilifying propaganda that his opposition came out with.

Along with the country's emergence as a strong global player, Modi ensured its cultural renaissance on an international scale and his visits to different countries could transmute India's image from an average over-crowded country to one of the potentially democratic nations.

The parties desperately trying to fence his popularity with vehemence could so far gain nothing. Their defamatory exercises to paint him as a divisive and hate-inciting majoritarian dictator always misfired. The position of the opposition on the Prime Minister often gets scrambled and underrated as the parties opposing him frequently fail to establish their indoctrinated views.

Modi's prominence as a successful politician for the last two decades and his ability and agility to remain popular in public opinion surveys with his reputation towering internationally cannot be the result of his political trickeries. Without a certain level of sincerity, no politician can stick to the popularity that he has been able to carry forward.

Impregnated with its animated vision of uniting the country, the Congress seems to have lost its credibility with its teeny-weeny temperament on the essence of Indianness. The party's long march to revive its lost reliability is at its last leg.

Metamorphosed into his bearded holy man's appearance, Rahul Gandhi seems to have garnered the idea of Bharat Jodo from Adi Shankaracharya's spiritual strides across the landmass of India. The Congress leader's interactions with the media throughout his yatra produce a spiritual caricature of a political leader. His spiritual gimmicks do not qualify to match the deep-rooted spiritual sentiments of India.

The whole makeover of the Gandhi scion appears to be a deliberate imitation of Narendra Modi, who has largely managed to attract the attention of the political and spiritual class of India. Rahul Gandhi's religiously enlightened version of the new avatar is seen quoting from the Vedas and other Hindu texts and referring to the Hindu deities.

Jammu transforming as 'City of Protests'

■ OMKAR DATTATRAY

Jammu has rightly the distinction of being a city of temples and it is a magnificent city depicting the religious and spiritual grandeur.

Jammu is very famous for housing a big number of beautiful temples which bring grace to this city founded by Jambu Lochan and Jammutes have pride on this city.

Thus Jammu is essentially, primarily and fundamentally a city of temples and there is no controversy over this fact about the Jammu city.

However over the years the city of Jammu has also become a city of protests as it has degenerated into a city of protests, agitations and strikes due to the recurrent of protests by various employee groups.

These days Jammu is continuously witnessing the sad phenomena of continuous protests by different aggrieved groups of employees whose genuine issues and grievances remained unaddressed and unresolved from many years and these government employees are suffering for no fault of theirs.

These days there are continuous protests on the roads of Jammu city by the temporary, casual and adhoc employees of the PHE department and it is very unfortunate that these employees are on a protest from last so many days and the LG government seems unconcerned about their protest.

With the result their genuine demand of regularization has not been solved despite of them being in the service for many, many long years and their contributing to the services needed by the people.

Government of the day is unmoved by the sad plight of these temporary employees and they are taking to roads and are agitating for the resolution of

their demands.

These temporary employees are not the only employees who are protesting on the Jammu roads but the Rebhar-e-Khel employees are also on protest for meeting their genuine demands and issues. They are also continuously on the protest for a long time but the government is ignoring their protest as well. Unfortunately yesterday police used force to quell the peaceful protest and march of the temporary PHE employees and police resorted to cane charge of these employees and it resulted in the injuries of some employees.

Similarly police used force to disperse the protesting Rebhar-e-Khel employees and some of these employees have been arrested which is very undemocratic.

Instead of solving the genuine issues of these employees the government is using avoidable force against the temporary and Rebhar-e-Khel employees.

The LG government has miserably failed to address the issues and demands of temporary employees and Rebhar-e-Khel employees.

Besides there is continuous and indefinite protest of the Pandit package employees from the last 265 days for the only demand of their relocation to Jammu till the situation becomes peaceful and normal. But the BJP government of centre and on its direction, the LG of the UT is turning a blind eye towards these hapless package employees.

Instead of resolving their demand of temporary attachment to Relief commissioner's office, the government has resorted to the pressure tactics to pressurize and coerce them to resume their duties in the unfavorable environment in Kashmir where there is threat to their life, limb and dignity.

The government of the UT had stopped

stand the reason for their unhappiness in spite of so many indulgences. Unknowingly, maybe I have put my finger on the crux. It is this over indulgence that is the cause. They have been spoiled by so much choice.

These twenty somethings have not seen the times when families' especially middle class families celebrated if they could have occasional Chaat Papri at the road side vendor. New dressed were bought only on festivals, family functions or birthdays Brands were unknown and unheard of and many of the goodies of today did not even exist.

The children and young adults of those days knew true happiness. Their eyes had a special twinkle and the smile was so captivating. Even a small gift of a Comic Book or a Pencil Box or a Shirt or any such trivial or insignificant item was cherished and they pleasure in possessing it for many months.

They knew true happiness, and that should be ideally the state of being for youth.

After all, they have the best possession i.e. youth, no responsibilities and an atmosphere of love and came around them. So, if young people are unhappy or disgruntled, then we have seriously missed up the things.

There are several reasons leading to this kind of attitude in youth.

Today's generation is spoiled for choice. There is endless choice available in all kinds of things and consumerables. It has complicated the life.

People are not able to decide, what exactly they want.

Parental over indulgence is another reason. Parents of these youngsters do not deny them anything. From the beginning, they have fulfilled their every whim and now their children have developed a sense of entitlement. They feel that it is their right to get whatever they want.

There is no sense of responsibility or gratitude. Social or peer pressure is also responsible for creating an atmosphere of one up-manship. Everybody wants to be one up on others. Hence, dissatisfaction and inner turmoil.

Today, we are living a fake life on social media platforms. Everything is for show. There is little or no substance in what is being portrayed. We need to connect with ourselves and start living in real world instead of the virtual one.

It is easier said than done. But somewhere some course correction has to be done if we want to save ourselves from total madness.

Running around the circles on an imaginary unification of India, the Congress and its revivalist should not forget its rabid acrimony on India's civilisational heritage throughout the decades of Congress Raj in India. The complete revival of the Congress before 2024 is not less than boiling the ocean.

Interestingly, the Congress thinks that the BBC controversy on the Gujarat riots portraying Modi as a butcher will sell like hot cakes.

Before the state elections and the national election, the party's shatterproof vigour is ready to expose Modi through the BBC revelations. After the Ayodhya movement, it was the Godhra train carnage that got the Hindu sentiments emerging as a political unity. Modi's astounding post Godhra victory in 2002 in his home state exemplified this Hindutva sentiment gaining a fillip.

His strongman image was cultivated through consistent hard work while his genuine visionary approach strengthened the country both militarily and economically. India's G20 presidency this year brings it a significant strategic role to play. The BBC documentary would probably be a shot in the arm for the BJP and Modi.

Taking a long stride across the country would not erase the Congress party's past karmas and their consequences. It had never shied away from demonising the Modi phenomenon. And whenever it did, the resultant impact was its defeat.

Every time its anti-Modi rhetoric backfired and brought shame to the oldest political party. Indubitably, Rahul Gandhi's yatra does not hold any justifiable reason to whitewash the barbarity that one of the minority communities had at the hands of the Congress. It has conveniently forgotten the massacre of Sikhs post-Indira assassination.

The majority of the BJP voters wouldn't be surprised as the BBC let its cat out of the bag.

The British media with its colonial mindset has always been spiteful on India. At present, Modi's nationalist image is extremely capable of toppling this slanderous global agenda. Crying for spilt milk is futile.

The Godhra accusation on Modi would not change the mindset of the Indian polity. It has its resolute plans for India and Modi is totally aware of the fact that every cloud has a silver lining.

For him, there is still space to go for an extra mile before 2024 elections.

month of May 2022.They are protesting for a transfer policy but the indifferent LG government is not paying any heed towards their protest and thus ignoring their genuine demand.

Similarly the Anganwari workers and helpers are also on protest for their demands but the government is also ignoring their protest as well.

The Rebhar-e-Janglat employees are also protesting for resolution of their demands and their issues are also falling on the deaf ears of the government. In fact the LG administration of the J&K UT and BJP government of the centre as the UT is directly administered by the centre are not addressing the issues and genuine demands of different sections of its employees who are on strike in Jammu, with the result the demands remained unsolved and it created resentment.

People want a change and this dissatisfaction and discontent will find its eco in the 2024 general elections. If BJP wants to save and salvage its position and to avoid anti-incumbency in Lok Sabha elections of 2024, it should solve the problems and demands of all the groups of protesting employees otherwise God alone can redeem BJP in the 2024 elections.

Thus before it is too late, BJP should have a call on the demands of various protesting employees and meet them immediately if it wants to cross 50 mark in the ensuing assembly elections, or the BJP will face a humiliating defeat and all its claim of winning 50 assembly seats will fall flat.

Rest all the above clearly shows that the Jammu which is a city of temples has now also fast becoming a city of protests.

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

