

SAFE DRIVING

Today everyone is in such a hurry that they overtake in order to reach their destination quickly. Or does not follow the traffic rules by driving at speed, due to which many times a person has to lose his life due to all these reasons.

Or one has to suffer the consequences for the whole life by becoming crippled or disabled. In the last few years, there has been a significant increase in road accidents due to ignoring speed and road safety rules, which is quite worrying.

To curb these accidents, we all need to come together and make people aware about road safety and make efforts in this direction.

We all should together be aware of road safety, and also educate our children about traffic rules. Only then will the ever increasing road accidents be controlled.

Promotion of Dairy Farming

DR. BANARSI LAL

Milk is a great source of various nutrients required by the body such as calcium, magnesium, zinc, phosphorus, iodine, iron, potassium, folates, vitamin A, vitamin D, Riboflavin, vitamin B12, fat etc. Milk provides instant energy to the body as it contains high quality proteins. On this day articles, news, press releases etc. are published to highlight the nutritional benefits of milk among the people. Free milk camps are also organised to distribute the free milk among the children. Various programmes such as essay writing, quiz competitions, sports activities, group discussions etc. are organised by various institutions and organisations. Milk is an important liquid for everybody. Milk helps us to have a better health and to maintain it for achieving our goals of life. On this day every information about the positive effects of milk on the body is provided to the people.

Milk helps to develop the body muscles and solves the problem of weakness in the body. Mother milk is also very essential for the children to keep them healthy and fit. Now-a-days people are trying to maintain their body by various types of exercises and Yoga. They are also consuming various types of weight gaining powders without thinking about their side effects. There is urgent need to develop the awareness on the positive effects of the milk on our bodies so that we can achieve our goals in our lives. Now-a-days people eat many types of junk food but that can be harmful for the body. Milk contains every type of nutrients which make our body healthy and fit. Milk has many uses for the different people and various types of products can be made from it. Livestock is emerging as an important sector in the economy of Jammu and Kashmir and plays a significant role in the socio-economic development of the UT. In Jammu and Kashmir the number of animals per 1000 human beings are 882 while at national this number is only 457 as per livestock census 2007. But even then the milk and milk production in the state is low. In the Union Territory of Jammu and Kashmir about 80% of population lives in the rural people and about 60% of the UT's revenue is generated by the agriculture and animal husbandry sector. Dairy farming is a potential source of additional income for the rural people of J&K. The contribution of dairy sector to the national income is invaluable. This sector provides insurance against crop failures. This sector helps in increasing the crop production by providing the drag power, organic manure and cash income on a regular basis. Although India ranked first in milk production but the productivity of milk in hilly areas of J&K is very less. Maximum milk is produced in certain parts of the UT. Lack of technological dairy information sources is one of the reasons of low milk production for the farmers of hilly areas.

The major occupation of the rural people of J&K is agriculture and livestock rearing is the major source of income and employment. Agriculture and allied sectors contribute about 38% to the state gross domestic product of which 11% is contributed by the livestock. Dairy sector not only generates income and employment among the farmers but also supplements the varied nutritional requirements of the individual. Livestock rearing is an integral part of rural J&K. It has been observed that livestock population of livestock in Jammu and Kashmir (2011-12) has increased over the year 2009-10. Milk production in Jammu and Kashmir is steadily increasing from 1609.24 thousand MTs in 2010-11 to 1614.57 thousand MTs in 2011-12. One of the major bottlenecks in low production in dairy sector is Jammu and Kashmir's diversified climate e.g. cold desert in Ladakh region and temperate climate in Kashmir region and humid sub-tropical climate in Jammu region. Small size of land holding (0.67ha) is another hurdle for limited milk production in J&K as this UT does not produce much fodder production because of lack of modern technologies in small farms. Department of Animal Husbandry of J&K and SKUAST-Jammu and Kashmir are providing the technological guidelines to the farmers and also providing the frozen semen of pedigree bulls to the veterinary dispensaries. India is the largest cattle producer in the world and has large animal diversity and is first in buffalo while second in goat production in the world. 13 per cent of world's cattle population and 57 per cent of world's buffalo population is found in India. Buffaloes contribution towards the milk production in J&K is lesser (0.27%) as compared to the national average (1.84%). Buffaloes breeding programmes can be taken in Jammu and Kashmir. There is dire need of cross breed and Jersey bulls in J&K to improve the cattle breed. The emphasis should be given on the use of advanced breeding tools to increase the breeding bulls for expansion of artificial expansion in the UT.

Clinical animal health services with capacity building for superspeciality and advanced medicinal interventions need to be developed. Animal diseases and parasites need to be managed according to the different agro-climatic zones in J&K. Focus should be given on important diseases like foot and mouth disease, mastitis, tuberculosis, metabolic disorders etc. for the safety of animals. Imbalanced animal diet in dairy animals affects their production, reproduction and health. Area specific dairy mineral mixture should be given to the dairy farmers to fulfill the diet of dairy animals. The efforts for the improvement of breed of animals are wasted without proper nutrition. The annual fodder need of J&K is deficit by 60%. From the last one decade the area under fodder in J&K is stagnant. Majority of livestock rearers in J&K are small and landless farmers who have very limited sources of fodder. Feed and fodder are the main factors for the reduction of dairy development in this UT. Fodder availability especially in the off-season is really a great problem for the dairy farmers. There is need to promote feed and fodder resources in J&K. There is need to promote scientific techniques for hay and silage making. Training on scientific cultivation of fodder should be imparted to the farmers and improved/hybrid seed of different fodder crops should be timely provided to the dairy farmers. Cost-effective nutritious feed should be made by the researchers. Promotions of Urea Molasses Multinutrient Blocks (UMBB) in J&K by the SKUAST-Jammu have shown excellent results for the production and reproduction in dairy sector. Research should made in conversion of agricultural products into cattle feed. In hilly terrains still there are certain habitations which lack road connectivity. There is need to develop the infrastructure of dairy plants especially in the hilly areas of J&K so that milk collection can be increased.

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Radio in Agricultural Extension: Strengthening Grassroots Connect

DR. PARVEEN KUMAR

It was in 1895 that Guglielmo Marconi; an Italian physicist sent and received his first radio signal in Italy in 1895. By 1899 he flashed the first wireless signal across the English Channel and two years later received the letter 'S', telegraphed from England to Newfoundland. Since its invention, it has emerged as a powerful and dynamic medium of communication at the grassroots level; a medium of communication admired by all generations specially the older one who reminisce listening to their radio transistors. In India, radio has developed a deep connection with rural listeners and it is the cheapest medium for entertainment. Due to this local connect and connect with consumers, advertisers too find this medium a great media investment as the talk group of the radio channels audience is well accounted for. Radio jockeys that stand as influencers too help in building a local connection as they speak the language of the region and help in bringing about a social change in that area the channel is present in. Rural India still relies on it overwhelmingly for information. It also remains the most inexpensive and portable medium.

At the global level also, radio remains the most widely consumed medium. Its unique ability to reach out the widest audience means radio can shape a society's experience of diversity; stand as an arena for all voices to speak out, be represented and heard (UNESCO). Radio stations serve diverse communities, offering a wide variety of programs, viewpoints and content and reflect the diversity of audiences in their organizations and operations.

History of Radio: During British Rule, broadcasting began in June 1923 with programs by the Bombay Presidency Radio Club and other radio clubs. According to an agreement on 23 July 1927, the private Indian Broadcasting Company Ltd (IBC) was authorized to operate two radio stations: the Bombay station which began on 23 July 1927, and the Calcutta station which followed on 26 August 1927. IBC went into liquidation on 1 March 1930. The government took over the broadcasting facilities and began the Indian State Broadcasting Service (ISBS) on 1 April 1930 on an experimental basis for two years and permanently in May 1932. ISBS then

went on to become All India Radio (AIR) on June 08, 1936. When India attained independence, there were six radio stations within Indian territories of Delhi, Bombay, Calcutta, Madras, Tiruchirappalli and Lucknow. A 11 India Radio (AIR) officially known since 1956 as 'Akashvani' is the national public radio broadcaster of India. AIR is the largest radio network in the world and one of the largest broadcasting organizations in the world in terms of the number of languages broadcast and the spectrum of socio-economic and cultural diversity it serves. AIR's home service comprises 420 stations located across the country, reaching nearly 92% of the country's area and 99.19% of the total population. AIR originates programming in 23 languages and

transmitting information related to the disease, but also as support in the educational process after face-to-face classes were canceled.

Community Radio: It is a type of radio service that caters to the interests of a certain area, broadcasting content that is popular to a local audience but which may often be overlooked by commercial or mass media broadcasters (UNESCO 2002). It has a short range and caters to the information needs of communities living in the surrounding areas owned, run and maintained by a community. In December 2002, GoI approved policy for the grant of licenses for setting up of community radio stations to well-established educational institutions including IITs/IIMs. On 1

WORLD RADIO DAY: FEBRUARY 13

179 dialects (Prasar Bhati). Radio was the monopoly of All India Radio, the public service broadcaster till a couple of years back.

World Radio Day: Every year February 13 celebrates the glorious tunes from a traditional medium all over the world. The day has been celebrated as 'World Radio Day' since 1946 when on this day; the United Nations Radio was established. The day was officially proclaimed by the member states of UNESCO and later adopted by the UN's General Assembly in 2012 as an International Day. Every year, the day is marked with a distinctive theme. This year the day is celebrated the theme is 'Radio: A century informing, entertaining and educating'.

Relevance of Radio: In present era where there is an information explosion and the credibility and reliability of information and different sources is at stake. The audio visual aids are indulging in fake news and news that are not from a reliable source. It is often observed that in the TRP race to grab eyeballs, even TV channels tend to exaggerate and repeat themselves. This is not the case with radio. In the radio, information is crisp, straightforward and informative. People listen attentively as they know it won't be repeated. Radio helps audiences focus and retains their attention for a longer duration as compared to TV, where pictures and headlines distract the viewer. Radio also played an important role in the first year of the COVID-19 pandemic, not only

February 2004, Anna FM was launched as India's first campus community radio station by the students of the Anna University (Anna University). In 2006, the government of India amended the community radio policy which allowed the agricultural universities, educational institutions and civil society institutions such as NGOs to apply for a community radio broadcasting license under the FM band 88-108 Mega Hertz. Currently India has 340 Community Radio Stations serving Farmers, Tribal, Coastal communities, ethnic minorities and special interests. Dr. Sreedhar is hailed as the father of community radio in India. He set up the first community radio station in Anna University, Tamil Nadu.

Community Radio in Agriculture: As it is also a portable medium which a farmer can carry with him/her to the place where they work and listen to the station while doing their work, it plays a great role in agriculture and allied sectors. Community radio with its flexibility, immediacy, immense potentiality and capacity has the potential to cater to the diverse needs of farming community. Realizing the potential of Community Radio, the University of Agricultural Sciences (UAS), Dharwad launched the Krishi Community Radio Station (KCRS), FM 90.4 MHz on May 17, 2007 exclusively for farmers. With this, it became the first agricultural university in India to launch this concept. Right now, it is broadcasting programmes covering

the latest agricultural technology to educate the farmers on cropping pattern, improved agricultural practices, technology on animal husbandry, poultry farming, horticulture, fisheries, environment, income generating activities, health, hygiene, nutrition etc involving experienced and successful farmers and experts. Innovative farmers and other local people are used as resource persons in around 30 to 40 per cent of the programme development. Farmers were of the opinion that the information received from KCRS is very useful and relevant to their situation. They also indicated that KCRS may broadcast real time market information on input and farm produce which would help them realize better price for their produce.

Birsa Haryali community radio by Birsa Agricultural University, Ranchi; Radio Adanto, community radio station of Allahabad Agricultural Institute AAI Deemed University, Uttar Pradesh, Pantnagar Janvani by Govind Vallabh Pant University of Agriculture & Technology in Uttarakhand reaches more than 80 villages in the radius; CCS Radio by CCSHAU Hisar and TNAU E-Community Radio by TNAU Madras are some of the successful community radios running successfully and benefitting farming community all across the country. Community Radio Stations are a tool for gender Empowerment. The Deccan Development Society Audio Initiative at Pastapur, Andhra Pradesh is managed entirely by Dalit women. It has been working with 5000 Dalit women of Medak district working on food sovereignty, seed sovereignty, natural resource management and a host of other related issues related to them. These also address various social issues. Radio programme in Jharkhand 'Chala Ho Goan Mein' broadcasted every Sunday at 7:15 pm covering 45 villages in Leslijanj and Panki blocks of Palamu. Programme promoted an atmosphere of debate and discussion on important issues. Several peoples claimed that peoples in the village have left consumption of alcohol, start sending their girl child to schools.

It can thus be concluded that Radio is a potent tool providing grassroots connect that can be exploited to strengthen agricultural extension for the ultimate benefit of farming communities all across the globe.

High growth path of horticulture crops in JK

MOHAMMAD HANIEF

A vast natural resource base has enabled Jammu and Kashmir to develop land for cultivating major horticulture crops including apples, apricots, cherries, pears, plums, citrus, litchi, papaya, mulberry, pomegranate, guava, almonds, saffron, tulips, and walnuts. The diverse climatic conditions, fertile soil, sub-tropical, semi-temperate, temperate, and arid climate zones offer a wide scope for the cultivation and production of a large variety of exotic fruits, vegetables, aromatic plants, spices, and flowers.

Horticulture and its special branch floriculture play a vital role in the economic development of the union territory of Jammu and Kashmir. A vast natural resource base has enabled the union territory to develop land for cultivating major horticulture crops including apples, apricots, cherries, pears, plums, citrus, litchi, papaya, mulberry, pomegranate, guava, almonds, saffron, tulips, and walnuts. The diverse climatic conditions, fertile soil, sub-tropical, semi-temperate, temperate, and arid climate zones offer a wide scope for the cultivation and production of a large variety of exotic fruits, vegetables, aromatic plants, spices, and flowers.

Jammu and Kashmir, particularly the Kashmir valley, has been rightly described as the 'land of fruits' as well as the 'fruit bowl' of Northern India. Horticulture is an important contributor to SGDP with a share of about 9.5 per cent.

The growth graph of the horticulture sector in J&K has shown a tremendous spike with 10,000 metric tonnes of production in 1950 to 25 lakh metric tonnes of production in 2020. J&K has been declared an Agri Export Zone for apples and walnuts. Seventy percent of the total apple production and 90 percent of dry fruit production in the country comes from J&K.

The untapped potential of Jammu and Kashmir's horticulture and floriculture sector can be conservatively put at Rs. 320 billion (US\$ 4.3 billion). The share of the sector can increase from current levels of around 6-7 percent to as high as 20-23 percent over a span of ten years.

The variety of horticultural products of



the union territory has earned world-wide fame because of its good quality and taste. The fruit crops grown in Jammu and Kashmir are apple, almonds, walnuts, pears, cherries and apricots in temperate areas and mango, citrus, litchi, papaya, guava etc. in subtropical areas. Saffron cultivation in Jammu and Kashmir is unique in the world.

The Horticulture sector plays an important role in the union territory and contributes significantly to the economy and is a source of livelihood for 33 lac population. About seven lakh families are directly or indirectly involved and depend on the horticulture sector.

Jammu and Kashmir has been declared as Agri Export Zone for Apples and Walnut. Horticulture is the important contributor to SGDP. The production of 1.83 MTs in 1972-73 has risen to the level of 24.94 LMTs with turnover of Rs. 6000.00 crore approximately during 2015-16. Horticulture sector also provides jobs to other related trades such as fertilizer, pesticides, Agriculture machinery, traders and processing of fruits, etc..

Horticulture development is one of the thrust area and a number of programmes are being implemented, resulting in the generation of higher incomes in the rural areas, thereby improving the quality of life in villages.

Presently a total of 332704 hectares of land are under horticulture in Jammu and Kashmir with 214162 hectares in Kashmir and 118542 in Jammu region. Of this 164141 hectares are under apple cultivation alone. The fruit crops grown in the UT are Apple, Pear, cherry, walnut, almond, chestnut, strawberry, stone fruits and grapes etc in temperate areas

and Mango, citrus, guava, litchi, berries, anola, grapes, orange etc in subtropical areas.

Besides, medicinal and aromatic plants floriculture, mushroom, plantation crops and vegetables are cultivated in the UT. Apart from this, well known spices like Saffron and Black Zeera are also cultivated in some pockets in the UT. Apple the major fruit crop of the UT is more concentrated in the districts of Kashmir region with a meagre share also coming out from the temperate areas of Jammu region.

Horticulture sector provides jobs to other related trades such as fertilizer, pesticides, agriculture machinery, traders and processing of fruits etc. Horticulture products have grown steadily to become the largest category of agricultural trade. Horticulture has emerged to play a vital role in providing food security globally. During the past few years, demand for high value and low volume horticulture crops has been showing much faster growth than demand for food grains.

Market development scheme with all facilities like finance, communication, more storage facilities and pack houses will lead farmers to increase in production which will result in increase in productivity and profitability in horticulture. The Horticulture Department Kashmir is planning to enhance cold storage facilities from 2.06 lakh MT to 5 lakh MT in the coming years aimed to counter the post-harvest losses and financial difficulties for apple growers. Over the years the department has been working to improve the cold storage facilities that are aimed to felicitate the farmers and save the fruit crop to gain good profit in the market.

YOUR COLUMN Enemy and Mistake

Dear Editor;

"Never interrupt your enemy when he is making a mistake", says Napoleon Bonaparte, French Emperor and Military Commander. This is generally everyone knows and practices. Theodore Roosevelt - American politician, statesman, soldier; conservationist, naturalist, historian and writer who served as the 26th President of the US from 1901 to 1909 - says "It is a wicked thing to be neutral between right and wrong". Apparently, this seemingly runs counter to what Napoleon Bonaparte says. But an enemy's mistake benefits the other if the enmity is not in sight to be ended. The same enemy watches with pleasure when we are making mistakes. Interruption is avoided for two reasons. First, lack of courage to interrupt. Secondly, the desire for enemy's digression when he suffers for the mistakes he makes. Many times enemies masquerading as friends do not correct the mistakes. There are two types of enemies. Enemies openly hostile to the other and ene-

mies pretending to be friends covertly desiring for the fall of friend in life. Enemies in the open are less dangerous than enemies in the mask of friends. William Blake, an English poet, painter and print-maker says "It is easier to forgive an enemy than to forgive our friends". It is said that he was largely unrecognized during his life. Now he is considered as the seminal figure in the history of the poetry and visual art of the Romantic Age. It is true forgiving an enemy is easier than forgiving a friend. An enemy may be forgiven when he wants to be forgiven and an enemy may be forgiven spontaneously also. An enemy forgiven on his desire may take the forgiver to the zone of arrogance also. The forgiver may find it easy to say that the enemy clawed back to him. Sometimes it may be easy to forgive but difficult to forget. Loss of memory or amnesia with the advanced age can only make the bitter memory forget. A stage may be reached when what was forgiven may also be forgotten. It is said "A mistake that makes you humble is better than an achievement that makes you arrogant". This quote is attributed to Sheikh Hamza Yusuf, an Islamic scholar. Correctness of this is not confirmed. Mistakes are a path to humility. If an enemy makes a mistake and if he realizes that it is mistake, he

will be humble. An enemy making a mistake inadvertently would be the victim of his own mistake. It would be a self-made disaster if the mistake is committed knowingly that it is mistake. Abraham Lincoln says "I destroy my enemies when I make them my friends". An enemy can be disarmed if his mistakes are pointed out and he is sincerely advised to correct and in turn that enemy takes it in sportsmanship spirit and corrects himself. Arithmetic comprises of plus, minus, multiplication and division. It is said "Add friends, subtract enemies, multiply happiness and divide sorrow". Often friend turns foe and foe turns friend. In that case, what is to be added is subtracted and what is to be subtracted is added. Winston Churchill has made a very interesting observation. All those who have enemies are not bad. If a person has enemies, says Churchill, he has stood up for something good. Bad is the enemy of good and good is the enemy of bad. Good and good are friends and bad and bad are friends. One may have enemy because he is good and another may have enemy because he is bad. Enemy or enmity is the result of conflict between good and bad.

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