

SAFEGUARD PRECIOUS RESOURCE

Water, revered across various religions and cultures, symbolizes purity, life, and spirituality. However, despite Earth's surface being predominantly covered by water, the global water crisis persists due to unequal distribution and consumption patterns. The United Nations' alarming statistics reveal that only a fraction of Earth's water is freshwater suitable for human consumption. This scarcity is exacerbated by rapid urbanization and unsustainable development practices, as seen in the case of Jammu and Kashmir where over 50% of water bodies have vanished. While there is enough freshwater globally, its availability is uneven, posing challenges that require collaborative efforts from governments, NGOs, and individuals. World Water Day serves as a reminder of the urgency to address water conservation through education, awareness. Achieving water security demands not only scientific solutions but also cultural and behavioral shifts, emphasizing the need for interdisciplinary approaches to safeguard this precious resource for future generations.

The art of working on time

■ SURJIT SINGH FLORA

Efficiently managing your time is a key factor in achieving success in various aspects of life. By effectively managing your time and prioritizing important tasks, you can enhance productivity, minimize stress, and efficiently accomplish your goals. Nevertheless, achieving success is a complex matter that can be impacted by a multitude of factors, including one's skills, knowledge, opportunities, and personal circumstances. Time management is crucial, but it is just one aspect to consider in order to achieve success.

But, always we waste most of our life in vain and complain about not getting time for important activities. Time is not something that we can pick up and run with. Time itself is with us. The need is to use it properly. A person who fails in any task then curses the time itself. Time goes on at its own pace. If we also go together with the time, then we will not feel lack of time in any work.

Time also acts as a salve. Time is a great power. Time doesn't stop for anyone. Time keeps changing from moment to moment in the past tense. If we act on it in the present time, it will definitely be a wise thing to do.

We should take the right decision at the right time. We will remain irritated, dissatisfied and stressed due to not working on time. By leaving the slavery of time, let us make time our slave and it will be possible only when we work on time. The result of this will also be good for us.

Life is also for a certain time. After that it ends. If a person in the last stage of life says that I did not do this in my life, I did not have time to complete my hobby, then it is a sign of our carelessness. Doctors also prescribe medicines and ask them to take them on time. The disease worsens if the medicine is taken prematurely. If all the work in life is done on time, we get self satisfaction. That person is certainly rich, who has nothing else but the art of working on time, because time is wealth and if it is not valued, we will be left behind.

So, time is something that connects all individuals, regardless of their status or occupation. Everyone has the same amount of time each day, week, and year. Therefore, by utilizing your time more efficiently than others, consistently and over the long term, you can increase your chances of achieving greater success.

In order to ensure a consistently high level of productivity, we all must follow three straightforward steps -

Make sure to log all you tasks into a task manager and schedule them. It will be helpful not to remember your tasks, as it allows me to fully concentrate on carrying them out.

Utilize a productivity app to effectively manage and restrict my screen time. In this manner; you can refrain from utilizing your phone while you are engaged in productive tasks, allowing you to channel all your energy towards accomplishing your goals.

Make it a point to practice breathing exercises every morning. It will be helpful to clear your mind before starting your day, as it allows you to fully focus and concentrate on the tasks ahead.

Elon Musk was approached by a student with the following inquiry:

"What advice do you have for aspiring young entrepreneurs looking to start their own businesses?"

In short, Musk's response was a clear and direct "don't do it!"

This response may come across as a bit disheartening, but it is actually quite astute.

Here is the explanation:

Entrepreneurship is often portrayed in a glamorous light in movies and TV shows. Running a company can be quite challenging and not everyone is adequately prepared for it. They have a tendency to romanticize the idea of success yet struggle to follow through with action.

Entrepreneurship is a challenging journey that requires embracing failures, taking calculated risks, putting in relentless effort, and being prepared to dedicate years of work before reaping the rewards of success. The accomplished entrepreneur wholeheartedly embraces the challenges of each day and approaches them with unwavering determination.

According to Musk, if someone's discouragement affects you, it may indicate that pursuing that particular endeavor wasn't your true calling. An effective entrepreneur possesses the resilience to remain undeterred by any form of discouragement. The habits of highly successful individuals are evident. They possess a remarkable combination of determination, perseverance, and the ability to learn from setbacks, which propels them towards success. They understand that the only thing holding them back from reaching their full potential is themselves. "If other people are putting in 40 hours in a week, and you're putting in 100, you will achieve in four months what it takes them a year to achieve." - The man in question. Many individuals who achieve success employ a range of tactics to efficiently manage their time. Here are some common strategies: Successful individuals frequently prioritize their tasks and direct their attention towards the most crucial ones initially. One approach is to create a to-do list and divide larger tasks into smaller, more manageable ones. Time-blocking is a highly effective strategy that involves scheduling dedicated blocks of time for specific tasks. By doing so, it allows individuals to concentrate on one task at a time and minimize the tendency to multitask. Minimizing distractions: Achieving success often involves consciously reducing distractions, like disabling phone notifications or creating a serene work environment. Efficiency through organization: Successful individuals frequently maintain a well-organized workspace and schedule, enabling them to easily locate necessary items and effectively manage their responsibilities. Delegation is a common practice among successful individuals. By assigning tasks to others, they can concentrate on the ones that hold the utmost significance to them. Successful individuals frequently dedicate time to introspection, reviewing their progress and goals, and making necessary adjustments. Flexibility is a key trait of successful individuals. They have a knack for adapting and are willing to modify their approach when circumstances demand it. Moreover, they are open to adjusting their schedule if unexpected priorities arise. Successful individuals understand the importance of taking breaks to recharge their energy and sustain their focus in the long run. It's crucial to keep in mind that individuals vary, and certain methods may be more effective than others. It's essential to discover what suits you best and maintain a consistent approach. Therefore, it is important that we recognize the value of time and avoid procrastination, only then will we be able to place ourselves in the category of successful people.

(The author is a veteran journalist and freelance writer based in Brampton Canada).

Career Options After XII in 2024

■ VIJAY GARG

Career Options to Pursue after 12th, sounds familiar, doesn't it? If you're a twelfth grader; this topic might be a recurrent conversation at your home. No matter how nonchalant we appear, we are all concerned about how to move further; become successful, and independent. If the thought of what to choose as a profession is niggling at the back of your mind frequently.

There are quite a few turning points in the life of an individual. However, the first real significant moment comes when you have to seriously think about the path you're going to take after your 12th standard examinations. The formative years of your life define your talents, choices, preferences, and interests.

Today we are going to go through the top career options after the 12th that you can consider as viable options. Some might be interested in Arts and Humanities and others in science, and commerce. Some might directly want to get into the business or start a consultancy. The decisions you take at this juncture of your life determines the trajectory for growth in your professional journey.

Sometimes numerous thoughts jostle with one another in our mind before we can decide the course of our future. You have your own dreams and passions, your parents have their own experiences to guide you on the right path. Earlier you had fewer options to explore. Today, the advancement in different sectors provides you with a plethora of subjects, fields, and areas that you can pursue to become successful in your professional life.

Engineering

Engineering after 12 has always been one of the most popular choices for students. However, you have to take up physics, chemistry, mathematics in your 12th to be able to apply for the different engineering exams.

There are so many branches in engineering that you never run out of options to choose a particular discipline to study.

Civil engineering, computer engineering, chemical engineering, electrical engineering, metallurgical engineering, aeronautical engineering are some of the options. You also have data science, artificial intelligence, information science and engineering, biochemical engineering as career options.

It is a multivariate field where there are several branches, with new branches added now and then. Also, engineers will never be out of demand. For every activity, you need people well versed in the different fields to fulfill the demands arising in these areas.

The most important aspect of engineering is your critical and analytical thinking with mathematical acumen. It is a profession that is highly in demand in diverse organizations. This is no news that engineering is also an extremely high salaried job. It is not just your performance in the examinations but also in your job that determines your success.

Understand and Implement Digital Marketing strategies by enrolling in the Best Online Digital Marketing Course

Medicine/Medical

Medicine is another field that has a plethora of disciplines to choose from. You might want to dedicate yourself to research in medicine or want to become a doctor. There are several fields and programs to choose from. You can opt for surgery and become a surgeon, or you can look to become a consultant and physician.

The one thing that is constant in a career in the medical field is that there are steady

improvements and development to upgrade the medical system for the betterment of patients.

It is constantly reinventing itself for ameliorating the condition of patients. Therefore, you have to be amenable to the idea of change, innovation and have to adapt yourself accordingly. Medicine as a profession is not for the faint-hearted. You have to deal with challenges almost every day, and the ability to make quick decisions can be the propelling force for you to have a very successful career in the world of medicine.

It is one of the most interesting career choices that students pursue after the 12th. You need to have biology as one of your subjects in the 12th standard to be able to apply for the exams. The initial degree is MBBS which is your stepping stone to a highly satisfying career. You can choose to practice as an MBBS or can opt for further studies like specializing in surgery and taking up MD.

Mass Communication and Journalism

Mass Communication studies have been a relatively new area of education that has gathered momentum in the past decade. It, in its simplest form, is the dissemination of information across the various media platforms available online and offline.

Today, a huge number of students opt for Mass Communication, And Journalism owing to the unprecedented proliferation and advancement of technology and media. With a complete transformation in the sector, the career options for students have increased manifold. A Career in mass Communication offers a plethora of options to select from. You also have a high remuneration job with employment stability. Whether you want to become a journalist, a public relations officer, a writer, an advertising executive, a radio, or video jockey, or a TV presenter; studying mass communication opens up avenues for you in these sectors. There is also a great demand for skilled and trained professionals to understand the nuances of media online and offline. You have to identify your strengths, work on your weaknesses, and you can have a thriving career in mass communication. The ample opportunities are not only provided in India but abroad as well.

There are different digital channels including electronic news portals, digital communication platforms, and social media channels. They have contributed to generating a vast number of jobs in different designations.

There are so many diverse options to consider that you always have the opportunity to excel with the prospects available in mass media.

Interior Decoration

Interior decoration in its essence is to create aesthetic designs for homes, offices, and other indoor areas. It is to offer an enhanced experience of a beautiful and comfortable place for both your personal, and professional space.

Interior Decoration involves understanding the relations between colors, and textiles. It is to judiciously plan the layout of a place so that it appears pleasing to the eye and helps to provide a sense of calm and comfort to the persons concerned.

A career in interior design requires you to possess innate creativity that comes in extremely useful while we construct and revamp houses, offices, and other spaces. It is also one of the most rewarding jobs both in fulfillment of creative aspirations, and pay.

If you can create a brand for yourself, you can become an extremely successful interior decorator with a greatly lucrative income from this high-paying job.

You as an interior decorator have the opportu-

nity of transforming the lives of people by incorporating innovative designs and bringing out the outstanding features of areas.

There are also challenges in the form of finding balletic designs to incorporate in a small space. You also have to cater to the vision and sensibility of your clients.

India being an emerging economy provides you with immense scope to build a very successful career in interior design.

Fashion Designing

After the 12th standard, a lot of students opt for fashion designing. It is regarded as an extremely satisfying and rewarding career option. It not only helps to give vent to your creative abilities but also provides you the wings to explore, innovate, and create path-breaking designs. Those can then become the source of the fashion industry.

Fashion designing includes an understanding of graphics, visual arts, creative arts, and an incisive understanding of textiles.

Today fashion designing is not merely limited to clothes but has also branched out to accessories and jewelry design. It includes designing the entire look starting from the apparel to the accessories that go with that.

This includes watches, shoes, and any other knick-knacks. Jewelry designing has also become an important part of the entire fashion industry. There are corporate organizations that employ, mentor, and nurture budding fashion designers. You as a fashion designer; have to put together a great team and consolidate all the strong points in the members to turn yourself into a brand. Fashion designing courses help you to gain an understanding of the different materials, the concept of design making patterns, the science of textiles, and garments among other things. It is an extremely profitable career option that requires you to take the utmost care of the small details that make all the difference. NIPT, IIFT, NID, J.D Institute are some of the most distinguished fashion institutes in the country.

Content and Copy Writing

A lot of students are choosing content writing and copywriting as a career options after the 12th of today. The reason being, content writing and copywriting have seen a great surge in demand in the last few year

Businesses are moving online and trying to create a positive presence in the web domain. It has become important to disseminate relevant content regarding their range of products and services.

With most consumers today present in the online domain, it has become mandatory for businesses to write and create content to provide value to online consumers. This is the only way in which brands and businesses can connect with their consumers online.

A career in content writing requires you to have a knack for identifying problems, creating write up that influence and interest the reader to know more about the brand and business. With plenty of avenues to showcase your writing prowess, you can take up blogging, copywriting, creating infographics, writing white papers, etc. There are many disciplines to select from.

The prerequisite for a greatly successful career in this field is a strong grasp of the language you are going to write in. You have to possess a sense of discernment and compassion to be able to.

It is important to understand the pulse of your consumer to be able to create, write, and distribute content that will be of impact. Today, there are several online as well as offline content writing courses available to learn from at your con-

venience. They provide you with knowledge and teach you the nitty-gritty of a successful content writing career. These top-notch content writing institutes offer comprehensive learning to apply in your careers.

Digital Marketing

Like content writing, digital marketing is a term that has gained such wide prominence recently. There are so many factors and elements to digital marketing that provides a plethora of opportunities for you to explore and build a successful career.

Whether you want to write for search engines, write ad copies for marketing, or want to analyze web data and statistics, digital marketing has modules that you can explore and start a career in.

It provides flexibility and helps you to work from the comfortable ambience of your own space. Location independence is one of the main factors due to which a career in digital marketing has become so popular today.

You can have an immensely prosperous digital marketing career sitting at home and working for your client's goals and objectives.

There are several digital marketing courses taught today. You can take up Undergraduate programs, Postgraduate programs, Certificate Courses (short and long term), Diploma programs, and gain knowledge of the different constituents of the digital marketing world.

Once you start your career in digital marketing and start to enjoy the process of creating online campaigns, the opportunities are boundless for success.

Event Management

Events are a vital part of our lives. Just think for 30 seconds of the various events that you attended over the years. The intrinsic positive characteristics of an event are what make this discipline one of the most desired career choices for students after 12th.

The fact that families, individuals, and business organizations need events regularly makes it an extremely lucrative career option for students. Today numerous event Management courses help you to understand what goes into creating a successful event. You learn to inculcate the qualities of perseverance, patience, coordination. It is about bringing together several elements in a holistic approach to create some of the best events that people remember for a long time.

Event management consists of several constituents that require you to possess the qualities of critical thinking, crisis management creativity, and promotion.

Whether it is a business event, a sports event, or a grand wedding you have to be efficient to conceptualize and see to it that all your plans for the event materialize successfully. However more than the theoretical study, it is your practical implementation and creative acumen that help you to become successful in event management. It will help you to go through successful case studies to understand the aspects of budgeting, customer acquisition, client management, and promotions. But practically implementing your knowledge is of more consequence.

The most important facet in all this is your zeal and dedication to solve different issues of your clients and adapt to last-minute changes. Quick problem-solving skills, keeping calm in a moment of crisis are some of the key features that an event manager needs to have. NIEM, IWPEM, National Academy of Media and Events are some of the institutes offering courses.

To be continued...

Hundred Years and on-RSS the fortress of Nationalism

■ M.R LALU

Ever since the BJP government under Prime Minister Narendra Modi came to power, the Rashtriya Swayamsevak Sangh (RSS) Modi's ideological alma mater began to receive a magnified attention in the media. It was not because the RSS failed to grab media glare previously, but it used to maintain an ideal distance from it. I have known from the facts that the organization illustrated on different occasions that it believes in dialogues with its ideological adversaries to rectify the confusion that has been there in the air on its views and it was hesitant to depend on the media to publicize its agenda. This approach of the Sangh seems to have gained it more meaningful popularity in India and abroad. What made me take a closer view of the RSS was an incident. Besides being curious about the speech delivered by the RSS Chief in his annual address, during the Dussehra days every year, his unexpected visit to a mosque in Delhi had compelled me to study it intensely.

Interestingly, one reason that his visit captured columns in dailies was due to its being an unprecedented event and a rarity by all means. The second reason was that the head of the BJP's ideological mentor visited the mosque when the country was witnessing multiple probes and raids and arrests of PFI activists in various parts of India. And the third reason I think, must have needed the media the most was the statement of Umer Ahmed Ilyasi, the Chief of All India Imam Organization, which is the largest Imam organization in the world. Mohan Bhagwat is "rashtra pita" (father of the nation), said the senior cleric. To which, Bhagwat intervened and said that there is only one father of the nation and also said everyone is "Bharat Ki Santan" (child of the nation). The momentum, the churn his visit and its ideological ramification triggered was immense. Now, being at the brim of a century, the RSS is all set to celebrate

its feat.

Passing through a century of its activities of man making and nation building, the RSS seems to have gained the rare reputation of an organization that has achieved this grand milestone of a century. Politically, it is the Indian National Congress that has crossed a century. But hitting the rough edges of time, it seriously diminished in values and structure. Significantly moving from what it calls being just a cultural organization to an organizational genius of a colossal entity which gave birth to multiple organizations including the ruling BJP; the RSS deserves to be studied extensively to gain clarity on its ideological moorings. There have been malicious campaigns against its intentions and daring attempts depicted it as a campaigner of hatred. It is really irresponsible to treat any ideology a source of contempt and hatred and chaos until we get into the reality of facts that were intriguingly framed into comically-proportioned narratives.

Though Dr K B Hedgevar was the founder of RSS, its expansion to this unimaginable magnitude became possible with its second Chief M.S.Golwalkar began to hold the reins. Popularly known as Guruji, Golwalkar is well known for his saintly persona and his book "Bunch of Thoughts" has been considered as its holy text. The RSS has been known for its hard Hindutva stance with patriotic flavor holding its ideological essence attracting millions. It has been under attack on various issues, from the assassination of Mahatma Gandhi to the destruction of Babri Masjid to a lot many issues have been attached to the RSS by its opponents, giving it the status of a culprit. Of course it received a clean chit from the judiciary on Gandhi's assassination. But flipping the pages of historic accounts on the struggle that an independent India had to go through to acceding Jammu and Kashmir to the Indian union, I found serious reasons to disbelieve the narratives that are framed

to vilify the RSS. Guru Golwalkar, according to some historical inscriptions, was instrumental in convincing Maharaja Hari Singh of Jammu and Kashmir to join the Indian union. And Guru Golwalkar was reported to have got this assignment from the then Home Minister Sardar Vallabhai Patel. Golwalkar received the affirmative response from the Maharaja and the region subsequently chose to join India.

The whole mess of allegations on the RSS seems to be fading with our understanding of the organization over its ideological interventions for the welfare of India. A genuine surprise would brush off the mirage of such a vilification campaign. Interestingly in practice, the RSS seems to have made considerable attempts to help successive governments when it found the country was faced with grave threats. The appalling onslaught by India's aggressive neighbor China was forewarned by the RSS in its Akhil Bharatiya Pratinidhi Sabha in 1959. Cautioning the government, the highest decision making body of the Sangh said, ".....the country should essentially rely on its own strength, if it has to meet any kind of external and internal challenges." The RSS goes on admonishing the government on its stand on Tibet as well. It tells, "The Government in its anxiety to befriend China became totally unmindful of her expansionist designs and even admitted China's claim on Tibet." Bringing the internal security threat alert to the government, the resolution by the APBS concludes, ".... alongside invasion on our borders, subversive activities of the Chinese spies and the Communists and other fifth column elements within the country are going on unchecked."

The horror of Sandeshkhali began to cripple the fortunes of a large number of innocent people in West Bengal. But the Sangh foretold how precarious the state security was as extremist elements were blessed by their masters in politics. Islamic radicalization and the intensity of its horror destabilized Tagore's

Bengal. The APBS 2017 expressed grave concern over the influx of Jihadi elements in the state and it warned the state government for its theatrics of being a sympathizer to the disruptive forces, encouraging them by providing an ecosystem for radicalization. The RSS has a clear vision on the Citizenship Amendment Act 2019 as well. An apex body meeting of the RSS appealed to the citizens of the country to know the real purpose of the act, which it said was a prime mover to deliver justice to those minorities who got displaced and persecuted under Islamic rule in the neighboring countries. Its assurance decreed the genuineness of the act which, it promised, would not target any Indian citizen.

Having gone through the resolutions passed by the annual high level meetings of the RSS, one thing was clear, that there is an underlying ideological acceptance between the government under Prime Minister Narendra Modi and the RSS. While the RSS aspires for Bharatiya resurgence through structural spiritual evolution, the government under Modi seems to materialize this on multiple fronts. His revamping missions of spiritual centers to his Panch Pran call from the ramparts of the Red Fort, all that is executed by the government is in tune with what the RSS strives for fulfillment. This ideological concomitance is reflected in Modi's Make in India initiative which was an ideal hand-in-glove material of the Sangh's Swadeshi movement. Modi's "Vocal for Local" has gone beyond the dry sloganeering of "Swadeshi" as he brought this ideological dictum in true spirit and practice. Though the RSS is sidelined and criticized for its Hindutva stance on nationalism, an ideal study of the Sangh would reveal certain hard facts about why it survived for a century. Ruling the country for a decade, the Sangh has reasons to plan for a hat-trick, which even the BJP and its leader Narendra Modi understandably accept, would be hard to happen without the RSS cadres toil.

