

## Strengthening Surveillance

In an increasingly complex and interconnected world, the need to strengthen surveillance systems has become more important than ever. Surveillance, when implemented responsibly and effectively, plays a crucial role in maintaining public safety, preventing crime, managing disasters, and ensuring national security. Governments and institutions across the globe are recognizing that modern surveillance is not merely about monitoring but about creating a proactive framework that can detect risks early and respond efficiently. One of the most significant benefits of strengthened surveillance is its role in crime prevention and law enforcement. The presence of surveillance systems such as CCTV cameras, digital monitoring networks, and intelligent tracking technologies helps deter criminal activities in public spaces. Law enforcement agencies can use surveillance tools to identify suspects, gather evidence, and respond quickly to emergencies. In urban areas, smart surveillance systems integrated with artificial intelligence can detect unusual patterns, helping authorities intervene before a situation escalates.

Surveillance is equally important in the field of disaster management and public safety. Early warning systems, weather monitoring technologies, and satellite-based observation help authorities track natural hazards such as floods, landslides, earthquakes, and extreme weather events. Strengthened surveillance in vulnerable regions allows governments to issue timely alerts, evacuate people from high-risk areas, and minimize loss of life and property. In regions prone to natural disasters, continuous monitoring of environmental conditions can make a significant difference in preparedness and response. Another important dimension of surveillance is public health. The COVID-19 pandemic demonstrated how surveillance systems can be used to track the spread of diseases, identify hotspots, and plan effective responses. Health surveillance networks enable authorities to monitor outbreaks, manage resources, and implement preventive measures to protect communities. Technology also offers new opportunities to enhance surveillance systems. The integration of artificial intelligence, big data analytics, and advanced communication networks can significantly improve monitoring capabilities and decision-making processes. At the same time, investment in training and capacity building for personnel is equally important to ensure that these technologies are used effectively. Strengthening surveillance is an essential step toward building safer, more resilient societies. When implemented with responsibility, transparency, and respect for civil liberties, surveillance systems can serve as powerful tools to prevent threats, respond to emergencies, and safeguard the well-being of communities.

## Strengthening Public Health: The Strategic Evolution of the Janaushadhi Pariyojana for Affordable and Quality Generic Medicines

■ JAGAT PRAKASH NADDA



The true measure of a nation's progress is often reflected in how easily its citizens can access basic necessities like healthcare. For decades, the high cost of medicines remained a major financial barrier to health and wellness for millions in India. In this context, P r a d h a n MantriBhartiyaJanaushadhiPariyojana (PMBJP), an initiative under the leadership of Prime Minister Narendra Modi to provide quality generic medicines at significantly lower prices than their branded counterparts has brought about a profound and systematic transformation by addressing a critical gap in public healthcare.

Globally, generic medicines are a cornerstone of accessible healthcare systems. They account for nearly 80-90% of prescriptions worldwide and have played a crucial role in expanding access to essential medicines. Though generic medicines may differ in packaging, labeling, and inactive ingredients, studies have shown that these variations do not affect

their therapeutic effectiveness. They are equivalent to brand-name drugs in terms of dosage, safety, strength, quality, and intended use, adhering to the same rigorous production and quality standards.

PMBJP is not merely a retail intervention; it represents a structural strengthening of India's healthcare system. This is reflected in the theme of this year's Janaushadhi Saptah "Jan Aushadhi: Affordable and trustworthy - caring for health while saving money", which resonates strongly with millions of beneficiaries. Through a steadily expanding network of over 18,000 Janaushadhi Kendras, the scheme has ensured that medicines are available at prices 50% to 80% lower than market rates, offering support to families across socio-economic backgrounds. Field surveys have shown that beneficiaries appreciate the cost savings and improved access to medicines.

The scale of the scheme is further reflected in its product basket. Janaushadhi offers an extensive inventory consisting of 2,110 medicines and 315 surgical products covering 29 distinct therapeutic areas. Under the direct stewardship of the

Pharmaceuticals & Medical Devices Bureau of India (PMBI), the portfolio expansion is a dynamic, data-driven process involving market analytics, stakeholder engagement, and the rigorous oversight of a dedicated expert committee, ensuring the scheme stays aligned with the nation's evolving health requirements and pharmacological demands.

With strong regulatory oversight Indian pharmaceutical companies have become trusted suppliers in more than 200 countries, including highly regulated markets such as the U.S., U.K. and European Union. Indian pharmaceutical companies are expanding into emerging markets such as Latin America, Africa, and Eastern Europe.

The industry is also focusing on biosimilars, generic versions of biologic drugs, as well as investing more in R&D to produce complex generics and specialty drugs. These forward-looking initiatives position India not only as a global manufacturing hub but also as a future innovation leader in affordable medicine.

Quality vs. Price debate occasionally influences public perception. The PMBJP has effectively

dismantled the myth that affordability implies a compromise in manufacturing standards through a multi-layered quality assurance framework. Medicines are procured from WHO-GMP certified manufacturers, ensuring adherence to global production standards. The protocol dictates that every single batch of medicine undergoes stringent validation at National Accreditation Board for Testing and Calibration Laboratories (NABL) approved laboratories before it reaches a pharmacy shelf. These medicines comply with the Drugs and Cosmetics Act, 1940, and match the safety and efficacy standards of branded alternatives. The quality journey includes meticulous pre-procurement audits and post-procurement laboratory testing. PMBI, the implementing agency of the Pariyojana regularly monitors and audits the quality of medicines to ensure that there is no deviation from the established protocols.

An IT-enabled distribution network supported by five state-of-the-art warehouses and 41 specialized distributors nationwide has ensured that the supply chain remains resilient against disruptions. By focusing on

three pillars of accessibility, quality, and affordability, PMBJP has significantly reduced medical expenses for millions of people. With continued institutional support, increasing public awareness, and further infrastructural enhancements, the vision of a Janaushadhi Kendra in every district is no longer a distant aspiration-it is a tangible, near-reality. A major focus under the "Viksit Bharat @2047" vision is to build a strong, fair, and affordable healthcare system for everyone. This includes better hospitals, lower medical costs, easier access to treatment, and availability of affordable medicines. With multi-sectoral collaborations, the PMBJP has proved that with the right institutional vision, healthcare can be both high-quality and universally accessible. The Government under the leadership of Prime Minister Narendra Modi is committed to ensure this Pariyojana continues its upward trajectory of progress and maintains its status as a global model for affordable health care.

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## Dogri omission exposes gap between Constitution and Practice

■ MOHD YASEEN



When a language recognized by the Constitution is ignored in its own homeland, it is not a minor administrative oversight. It is a serious lapse that raises fundamental questions about fairness, representation, and institutional sensitivity. The recent Assistant recruitment notification issued by the Reserve Bank of India has brought such a lapse into sharp focus by excluding Dogri from the list of local languages for Jammu.

The issue is as clear as it is troubling. The notification includes Jammu as a recruitment centre and prescribes knowledge of the local language as an essential eligibility criterion.

However, the languages listed for Jammu are Hindi, Urdu, and Kashmiri. Dogri, the principal mother tongue of the region and a constitutionally recognized language, finds no mention. This omission is not only surprising but deeply unjustifiable.

A recruitment process that seeks to evaluate local linguistic competence cannot afford to ignore the primary language of the region it represents. Doing so not only distorts the linguistic reality but also creates an uneven framework that disadvantages a large section of candidates. For many young aspirants in Jammu, Dogri is not just a language they speak.

It is the language in which they think, learn, and express themselves. To exclude it from consideration is to implicitly question its legitimacy.

To fully grasp the gravity of this exclusion, one must understand what Dogri signifies. It is far more than a medium of communication. Dogri embodies the cultural soul of Jammu region. It carries within it centuries of history, oral traditions, folklore, poetry, and lived experience. It reflects the ethos of the Dogra community and serves as a vital link between generations.

The inclusion of Dogri in the Eighth Schedule of the

Constitution of India was a milestone achieved after sustained effort and recognition of its linguistic and cultural importance. That inclusion was not symbolic. It was meant to ensure that Dogri occupies its rightful place in governance, education, and public life. Yet, incidents like this reveal a troubling gap between constitutional recognition and administrative practice.

The consequences of this omission extend far beyond symbolism. Recruitment policies directly impact access to employment. When knowledge of a "local language" is made mandatory, the choice of that language determines who qualifies and who is left behind. By excluding Dogri, the system inadvertently places Dogra youth at a disadvantage in a competitive process.

This is not merely an issue of language. It is an issue of equity and opportunity. It raises a basic question about fairness. Can a process truly claim to be inclusive if it fails to recognize the linguistic identity of the very people it seeks to recruit?

The strong reaction from Dogri Sanstha Jammu reflects the seriousness of the matter. Under the leadership of Padmashree Prof. Lalit Magotra, the organization has rightly called out the omission as discriminatory and unacceptable. This response is not an overreaction. It is a necessary assertion of linguistic rights.

There is also a broader sentiment underlying this response. Many in Jammu increasingly feel that their linguistic and cultural identity is not receiving due recognition in official frameworks. Whether this perception is acknowledged or not, it has real consequences. It creates a sense of alienation and erodes trust in institutions.

India's strength lies in its diversity. Its linguistic plurality is not a challenge to be managed but an asset to be respected. The framers of the Constitution understood this well. That is why the Eighth Schedule exists. It is a framework designed to protect and promote linguistic diversity, ensuring that no language community feels marginalized.

However, constitutional provisions alone are not enough. They must be reflected in everyday governance. When official notifications fail to align with constitutional val-

ues, they undermine the very principles they are meant to uphold.

This incident also points to a deeper issue in administrative processes. It suggests that there may be insufficient engagement with regional realities while framing policies. Jammu's linguistic landscape is well known. Dogri's centrality to the region is beyond dispute. Any meaningful consultation or even a basic review of local context would have ensured its inclusion.

Such omissions therefore raise uncomfortable but necessary questions. Are decision-making processes adequately informed by ground realities? Are regional voices being heard? Or are policies being framed in a manner that overlooks the diversity they are supposed to accommodate?

The answers to these questions are important, because they determine the credibility of institutions. A system that appears disconnected from local realities risks losing public trust.

The path forward, however, is neither complicated nor contentious. The notification must be withdrawn and reissued with the inclusion of Dogri as a recognized local language for Jammu. This is the most immediate and necessary corrective step. It restores fairness and aligns the process with both constitutional principles and regional realities.

At the same time, accountability must not be overlooked. Administrative lapses of this nature cannot be dismissed as routine errors. Identifying where the process failed and ensuring that similar mistakes do not recur is essential. Without accountability, correction remains incomplete.

This moment also calls for collective responsibility. Political parties, civil society organizations, student groups, literary bodies, and cultural institutions in Jammu must come together to address this issue. Linguistic identity is not a partisan concern. It is a shared heritage that transcends political boundaries.

At the same time, the response must remain constructive and democratic. The objective is not to escalate conflict but to secure correction. Engagement, dialogue, and sustained advocacy are the most effective tools in ensur-

ing that the issue is addressed meaningfully.

It is also important to recognize the long-term implications of such omissions. Marginalization does not happen overnight. It occurs gradually, through repeated exclusions that eventually become normalized. Today, it may be a recruitment notification. Tomorrow, it could extend to education policy, administrative communication, or cultural representation.

Allowing such patterns to develop unchecked would be a disservice not only to Dogri but to the broader principle of linguistic diversity in India.

This is why the present moment must be seen as an opportunity as much as a challenge. It is an opportunity for institutions to reaffirm their commitment to inclusivity. It is an opportunity to demonstrate responsiveness and sensitivity. And it is an opportunity to strengthen trust by acknowledging and correcting a mistake.

The Reserve Bank of India, as one of the country's most respected institutions, has both the responsibility and the credibility to act decisively. A prompt correction will not only resolve the issue but also send a strong message that fairness and inclusivity are non-negotiable.

For the youth of Jammu, this is not an abstract debate. It is about their future.

It is about whether their identity is recognized or overlooked in spaces that shape their opportunities. It is about whether they are seen and heard within the systems that govern them.

Dogri is not an optional addition to Jammu's linguistic profile. It is central to it. Recognizing it is not a matter of convenience. It is a matter of responsibility.

In the end, the question is simple. Will institutions uphold the spirit of the Constitution, or will they allow gaps between principle and practice to persist?

The answer will be reflected not in words, but in action. Correcting this omission is not just necessary. It is imperative. It is a test of institutional integrity and a reaffirmation of the values that define a diverse and democratic nation.

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## Breaking Free from the "Good Girl" Syndrome

■ SAMRIDHI SHARMA



Have you ever sacrificed your own comfort and happiness just to earn validation from your family or society? I certainly have. Like many women, I learned the hard way that nothing is more liberating and fulfilling than choosing your own happiness over the expectations of others.

Women of all ages often find themselves trapped in what is known as the "Good Girl" syndrome—a mindset that conditions women to believe that obedience, silence, and sacrifice are virtues. From a young age, many of us are taught that being agreeable, polite, and accommodating makes us "good." However, what is rarely discussed is the emotional and physical toll this conditioning can take.

The struggle then becomes a painful dilemma: conform to society's expectations to gain acceptance, or break free from the invisible chains of patriarchy and live life on your own terms. For generations, the "Good Girl" narrative has been subtly fed to women so that they fit neatly into molds designed by others. But these molds were never meant to nurture individuality or growth. Instead, they were created to control. They clip our wings, silence our voices, and burden us with expectations that were never ours to carry.

For far too long, society has imposed the "Good Girl" diktat-telling women how to dress, how to



behave, to remain submissive, to be endlessly polite, and above all, never to question or challenge men. Many of us have lived under these rules at some point in our lives. While such obedience may have pleased a regressive society, it has also left deep and lasting scars on countless women.

**But the time for silent compliance is over.**

Women were never meant to shrink themselves to make others comfortable. We were meant to think, question, grow, and live freely. Breaking the "Good Girl" mold is not rebellion—it is reclaiming our dignity, our voice, and our right to live authentically.

**How to Break Free from the "Good Girl" Syndrome**

Breaking free from this deeply ingrained conditioning takes awareness and courage. Here are a few important steps that can help:

**1. Learn to Say No**

You cannot say yes to everything and everyone. Constantly putting others first eventually leaves you emotionally and mentally drained. Your health, happiness, and well-being must come first. If you ignore your own needs, you will have nothing left to give—to yourself or to others.

**2. Know What You Want and Ask for It**

You cannot receive what you deserve if you never ask for it. Whether it is taking on a new project at work, asking for a raise, or demanding better treatment in relationships—your needs and ambitions are valid. Speak about them clearly and confidently.

**3. Speak Up**

Silence only strengthens disrespect. If someone disrespects you, do not ignore it. If someone is rude, call it out. If someone tries to change who

you are, remind them that you are comfortable in your own skin. When you speak up, you set boundaries. And when you set boundaries, people learn how to treat you.

**4. Stand Your Ground**

Live your life according to your own values. There is nothing wrong with making choices that are right for you. People will often try to influence your decisions, especially if you have always been seen as the "good girl." Listen respectfully, but do not allow others to define your life's path. Ultimately, the decisions about your life belong to you.

**Choosing Freedom Over Approval**

Unlearning years of conditioning is not easy, but it is necessary. The moment a woman stops seeking approval and begins prioritizing her own happiness, something powerful happens—she begins to reclaim her freedom.

## Diversified Equity All Cap FOFs Offer Structure, Process and Flexibility

■ BHUPINDER SINGH



Equity investing rewards patience, discipline and time spent in the market. A well-designed portfolio is rarely accidental; it reflects a clear objective and a repeatable process,

which may sound boring at times. A diversified equity all cap fund of funds (FOF) is built around that principle. Its objective is long-term capital appreciation through investment in domestic active equity-oriented schemes across market capitalisations. Rather than investing directly in companies, it selects underlying funds - large cap, large & mid cap, mid cap, small cap, flexi cap, focused and multi cap - creating layered diversification.

The investment process typically begins with a broad assessment of macro and micro parameters: growth trends, inflation, interest rates, demand conditions and global developments. Market-cap attractiveness is evaluated and exposure may be distributed or selectively tilted based on prevailing market and economic conditions. An important element here is style diversification.



Different underlying schemes may follow value, growth, contrarian or bottom-up approaches. Over time, this mix of styles can help smooth the journey across market phases.

In the current environment, markets have already absorbed several negative triggers. Foreign institutional flows have been uneven, the rupee has seen depreciation, and global monetary signals remain watchful amid elevated geopolitical concerns. At the same time, domestic fundamentals - demand trends, fiscal reforms, improving balance sheets - continue to provide a constructive long-term backdrop. Volatility is a feature of markets. But flexibility to move across market-cap based schemes, supported by disciplined assessment, allows the portfolio to adapt rather than react. For long-term investors, that combi-

nation of structure and adaptability can make a difference. It is here that diversified all cap equity FOFs present assert their importance. Such schemes can serve as a single, structured solution for market-cap allocation, reducing the need for investors to actively time segments on their own.

One such offering is the ICICI Prudential Diversified Equity All Cap Active FOF, an open-ended Fund of Funds that provides access to actively managed equity schemes across market caps through a disciplined in-house framework. Based on market conditions and internal assessments, the Fund Managers dynamically determine allocations. The New Fund Offer (NFO) is open from March 02 to March 16, 2026.

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