

## COMBATING VIOLENCE AGAINST WOMEN

In addressing the pressing issue of gender violence, it's paramount to employ a comprehensive approach that encompasses various strategies and considerations. Empowering women with self-defense techniques and promoting awareness about gender violence are fundamental steps towards creating a safer society. However, it's equally crucial to engage communities in combating violence, educate women about their legal rights, provide psychological support for survivors, and promote education and employment opportunities for women to reduce vulnerability. Engaging men and boys as allies, along with government support through legislation and policy initiatives, is essential. Media campaigns and awareness programs can challenge stereotypes and foster positive attitudes. By adopting a multifaceted approach that addresses underlying societal factors, we can work towards ending gender violence and creating a more inclusive and equitable society.

## What are the benefits of newspaper reading?

■ SURJIT SINGH FLORA

In today's digital era, with the rise of the Internet and social media, there has been a decline in people reading newspapers. However, I believe that newspapers still remain a valuable and reliable source of information and data. For many individuals, reading a newspaper is often seen as a more convenient option compared to using a small smartphone.

There are a number of advantages to reading newspapers. Whether you're interested in politics, economics, science, or culture, it can keep you up-to-date on all the latest news, both locally and globally. By exposing you to many viewpoints and beliefs, it may help enhance your analytical and critical thinking abilities. Another benefit of newspaper reading is the improvement it may have on one's language and vocabulary. To top it all off, it has the potential to bring you closer to your local community and the wider globe.

One other thing that's good for you is reading the newspaper first thing in the morning. Like taking a deep breath of fresh morning air, reading the newspaper regularly is a habit.

Not only are newspapers an integral part of contemporary life, but they are also a form of mass communication. It has stories from every region of the globe. It aids in the generation of fresh concepts and might, at times, provide regular people with several directions. In addition to enhancing one's general knowledge, they provide information pertaining to current events.

Anyone who reads the news on a daily basis is up-to-date on current events. National and international news are among the general-interest items included. There is extensive coverage of the broad interests of people from various walks of life, professions, faiths, etc. Anything from current events to social consciousness to sports news to movie updates fits the bill.

In addition, they provide a wealth of useful information on topics such as legislation that the average person should be aware of, scams, job advice, relationship tips, weather reports, vacation spots, and much more. On occasion, they serve as a vehicle for raising public awareness or eradicating a certain societal issue. A number of newspapers also regularly host events or seminars in which several institutions and groups participate. Anyone, regardless of age or occupation, may benefit from reading the newspaper. They are also accessible in many languages, allowing readers to choose the one that best suits them. Those who read it often consider it an integral part of their day.

Reading a newspaper has several advantages. One may acquire fluent speaking abilities. To be a good public speaker, you need to know all there is to know about any topic. Newspapers naturally disseminate this data much farther. Students who actively engage in class debates and lectures should make it a habit to read the newspaper on a daily basis. Without fear, anxiety, or lethargy, they will be able to have fruitful conversations.

Further, it promotes political awareness. If you think practicing political news is unnecessary, then this remark is for you. We can't escape politics in our day-to-day lives. To rephrase, human existence would be meaningless in the absence of politics. Therefore, remember this subject and stay up-to-date with the newest news. In addition to greatly enhancing awareness, they are quite useful, particularly while arguing.

On top of that, in our technological era, it's hard to find someone who doesn't spend too much time on social media or other online networks. You may be surprised to hear that reading the newspaper daily might perhaps be the most enjoyable and entertaining thing you do all year. Newspapers not only provide information, but they also provide a number of games, such as word-square and sudoku. Since it also contains comics, you may build your supply of them! Thus, the delight is only around the corner, and you need only take a few steps to seize it!

Reading a wide range of newspapers is the best strategy to swiftly increase your vocabulary, which may come as a surprise to you. Both students and children may benefit greatly from it. Kids who read the newspaper on a daily basis are less likely to be reluctant readers and more likely to limit their vocabulary through exposure to new terms. Since kids may enhance their writing and assignments, it is really beneficial for their academic performance.

Additionally, it facilitates expansion outside the confines of your private life. Because of this, you will be able to effortlessly adapt to new circumstances and keep up with the times. You can learn a lot from it. This opens the door for you to engage in any kind of conversation or argument. In the long run, it aids in shaping your character.

You have the ability to empathize with and comprehend the viewpoints of others.

Getting away from social media: I don't dispute that social media is crucial for today's kids, but if you can spare a few minutes a day to read a physical book, that would be great. A break from social media may be yours with this. Enjoy some alone time as well.

In a world where democracy is supposedly the best form of government, it is crucial for every citizen to know what their government is up to, both domestically and internationally (I say globally because we are all living in a global village). If implemented, how would these policies, programs, and plans influence them? ("The people, by the people, and for the people" is the guiding principle of a democratic government.) This serves just to enrich them.

Many prominent figures in many industries have told me that I should not pay attention to the news. Spending time on it is futile. The reason for this is because they tend to surround you with negativity. Killings, bombs, rape, murder, and other violent crimes drain your vitality and make it hard to sleep. I agree. It breaks my heart to read about these news stories as well. However, staying away from them won't fix your issue or anybody else's problem. However, I do not think it is a smart idea to turn a blind eye to the harsh realities of life. Despite this, shedding light on the issue may illuminate our culture.

If you don't want to be a part of sensational media, you have to pick strong journalistic standards. Independent and critical readers have my word. Use newspaper articles as a source of knowledge but stay away from the sensationalism that the media uses to attract readers. Enjoy your reading!

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

# Augmenting Poultry Production in J&K

■ DR. BANARSI LAL

India has great potential in poultry production. This sector plays the significant role in improving the socio-economic conditions of rural masses. Poultry sector forms an important livelihood activity and is helpful for income and employment generation. Agriculture diversification through poultry farming is one of the primary drivers of growth in rural people income. Presently India is the third largest egg producer and the fifth largest broilers producer of in the world. Poultry farming is one of the fastest growing segments in the agricultural sector in India. Every year the demand for the processed chicken meat is increasing at the rate of 15 to 20 per cent. Egg production in the country has increased from 78.48 billion in 2014-15 to 129.60 billion in 2021-22. Egg production in the country is growing at a rate of 7.4 per cent per annum. It has been observed that the production of agricultural crops has been rising at a rate of 1.5 to 2 per cent per annum, eggs and broilers have been rising at a rate of 8 to 10 per cent per annum. The four southern states - Andhra Pradesh, Karnataka, Kerala and Tamil Nadu - account for about 45 per cent of the country's egg production. The eastern and central regions of India account for about 20 per cent of egg production.

In India backyard poultry rose due to transformation from a backyard activity to a major commercial activity, optimum investments in breeding, hatching, rearing and processing, rearing of descript hybrids such as is Hyaline, Slaver II, Babcock, Chabrown, Chabro, Vanraja, Kadaknath etc., more involvement of private sector and increased scale of operation, more scientific interventions, support from the complementary veterinary health, poultry feed, poultry equipment and poultry processing sectors, growing production of eggs and broilers, increase in manufacture of eggs powder, processed broiler meat essentially to cater to export markets and markets in the urban areas, exports of poultry products such as eggs, meat, live birds and value-added products such as egg powder and frozen yolk. Around 80 per cent of employment in the poultry sector is generated directly while 20 per cent is created in feed, pharmaceuticals, equipment and other services involved in the poultry sector and cheap source of nutrition. Poultry is the most organised sector in animal agriculture having worth around one lakh crores. The growth is 6-8 per cent in layers and 10-12 per cent in broilers per year against the growth of agriculture as a whole which is around 2.5 per cent. Eggs and chicken are accepted across the nation in almost all

the Indian communities and are available at the reasonable prices. There is ample potential to increase the poultry production. Around 100 million people are employed in this industry.

Poultry farming has been observed as an emerging industry in the Union Territory of J&K in recent years. This sector is helpful to generate income and employment especially among the rural masses in J&K. Poultry farming is not new in the Union Territory of J&K and it has been practiced for the farmers since the time immemorial. Most of the backyard poultry production in J&K comprises the indigenous birds. The indigenous poultry birds produce only 60-80 eggs per year and meat production is also very less. Commercial poultry production can be easily boosted in J&K with the introduction of improved varieties of poultry which can lay 160-200 eggs per year and also produce more meat. In J&K poultry farming is emerging an important enterprise and is assisting to create income and employment for the rural youths of J&K. There is an immense potential of poultry farming in J&K. There are numerous examples of successful poultry entrepreneurs in J&K. Government is offering the various incentives to motivate the aspiring poultry farmers of the state. Krishi Vigyan Kendras (KVKs) of J&K are imparting training programmes on advance poultry farming to the farmers and are creating interest on poultry farming in J&K. KVK, Reasi has introduced black meat poultry variety namely Kadaknath in the district which is very low in cholesterol (0.73%-1.05%), rich in proteins (25%), vitamins and helpful for the asthmatic and nephritis patients. The meat and eggs of this poultry variety are costly and can help to raise the socio-economic status of the farmers. KVK has also introduced high egg laying birds such as Vanraja, Chabro and Chabrown in Udhampur and Reasi districts. The Front Line Demonstrations (FLDs) laid by KVK, Reasi on Chabro, Kadaknath, Vanraja and Chabrown have significant impact on the income of the farmers. Now many farmers of the area have become the poultry entrepreneurs. KVKs provide the short and skill development trainings courses to the interested farmers of the region.

Poultry farming has an immense potential in the Union Territory of J&K. Due to the strenuous efforts poultry farming is picking up pace in J&K. Number of birds are increasing at an increasing rate. Presently J&K imports about 440 lakh day old chicks every year worth about 110 crores. Similarly J&K spends about Rs.473 crores on the import of table eggs every year. The gap between demand and supply of poultry

meat and eggs is filled by purchasing the poultry birds and poultry eggs from the other states of the country. According to the recent report, in J&K every year about Rs.1273 crores of meat is imported from the outside the J&K. A little progress has been made on the broiler production in J&K but still efforts are needed for commercial egg laying production in J&K. Some outstanding egg laying poultry strains such as Vanraja, Chabro and Chabrown have been introduced in J&K which have raised hope for mitigating the eggs need in J&K. The cost of quality proteins is increasing rapidly and due to less purchasing power of the farmers their families' members suffer malnutrition especially of animal protein. The poultry sector can ensure the proper nourishment of the farmers' families besides income and employment. Poultry birds can increase the income of the farmers as poultry farming requires low inputs, have short gestation period and give better and quick returns.

In the domestic market, the consumption of poultry meat has been low due to many reasons. The main reason is the low purchasing power of people. Only 25 per cent of the population living in urban areas consumes about 75-80 per cent of eggs and poultry meat. The per capita consumption of egg is 100 and poultry meat is 1.2 Kg per person per annum in urban areas. But in rural areas, it is only 15 eggs and 0.15 Kg poultry meat. Egg industry showed an excellent growth in the country due to (a) Egg layer industry large units with millions of birds in one house are coming up (b) 70 per cent of the egg laying birds are in the states of Andhra Pradesh, Tamil Nadu, Maharashtra & Karnataka. (c) fresh eggs are available at more reasonable costs. There are numerous opportunities in poultry industry in the Union Territory of J&K due to increase in income and employment opportunities for the rural poor and marginal farmers. Cluster farming in rural areas of J&K is possible for enhancing the meat production on the lines of broiler farming in which of group of 8 to 10 farmers or educated youth can form a cluster and grow the birds in groups of 500 to 1,000 birds in low cost houses as "organic chicken" by making their own low-cost organic feeds without chemicals and antibiotics. More retail outlets, mass gathering and creating awareness to home to home about the nutrient values of chicken and eggs is needed. Poultry industry needs good branding system in order to increase the consumption of chicken.

(The writer is Sr. Scientist & Head of KVK, Reasi SKUAST-J).

# Purmandal-Mini Kashi of Jammu

■ C.L. KHAJURIA

Our revered Rig Veda echoes, "Give sight to our eyes, sight to our bodies so that we may see, may we see the world as a whole and may we see it in detail". Our country particularly, the greater snowy Himalaya is prominent for the abodes of Gods and Goddesses as a whole, apart from a land of temples, shrines, sanctum sanctorum and of course, a treasure trove of pilgrimages, varied ramification which occupy their unique and enchanting placement. Having their spiritual and prodigious reverence, people from India and abroad throng in huge number; pay obeisance and obtain blessings from the supreme Gods and deities.

Amongst a few to be named are Bawa Amar Nath, Mata Vaishno Devi, Khir Bhawani, Mahalak, Shmi, Durga Mata, Mata Kali (Bahu Fort), Airwan (Kathua), ManiMahesh (HP), Gupt Ganga (Bhadervah), Pingla Mata (Ramnagar), Mansa Devi, Badarkali, Vasuki Nag (Kailash Kund), Sukrala Mata (Billawar), Mata Bala Sundri on the hill top between Billawar and Kathua, Ashta-d-Bhuja, Siekle Mountain (Kishtwar), Jawalaji, Sudhmahadev, Mantalai (Chenani), Om Parvat (Great Himalaya), Kalkaji, Surinsar, Mansar, Moumri, Utterbehi. Though the list remains unending insofar as such religious spots of all religions are concerned.

It is, unambiguously, no denying the fact that 'Purmandal' occupies its own placement, prominence and as far as its provenience is concerned, it equates in status with that of Kashi in Utter Pradesh (U.P.). Purmandal is a small village barely 30 kms from Jammu to its South-East. There are twin routes to the sanctum sanctorum; one from Sidhra Kunjwani bye-pass road and the other from NH-1 from Kaluchak through Birpur-Utterbehi through various twists and turns en route to the last tourist temple of purmandal.

The prominence of the temples of Purmandal is a testimony of the Valley of Kashmir which in other words round is the fountain-head of 'Shaivism' of which the first building of the temple was, de fact, ascribed to the ruler of time by name Raja Vent Dutt. In other words round, he has been as well named as 'Vinayaditya' or 'Avantivarman' who ruled those times some eleven and a quarter hundreds years back i.e. (855 to 883 A.D.)

Situated alongside river 'Devak', it further meanders down and join Utterbehi another tirthsthan and thence downwards flows near Vijaypur; situated alongside a small town on Jammu Pathankote road and the bridge over the river is probably the longest one in the entire state of Jammu and Kashmir. It is con-

monly believed that most of Shiv-Lingams have spiritually originated in the close vicinity of Purmandal alongside 'Devak' proximity and is further reported that "Shiva and Mata Paravatiare those of Indreshwar, Bhuteshwar, Gyaneshwar, Kasheshwar and Bikeshwar. The sanctum sanctorum is of ample importance as a prominent tirthsthan around the years, preferably during 'Shivratri' and Chaitra Chandish' like that of Airwan in Kathua district. The place is having its prominence that saint Kabir and Ustad Bismila Khan had been over this pious and seered spots.

The sancton sanctorum of Purmandal bears relevance to "Kashi" Devsthan in U.P. where centuries old temple of Mighty 'Vishwanath' till date exists but historically it is known that 'Raja Vishva Chand' usurped him and confined him to 'Manika Ghat after having some tribal confrontation and as such King 'Vishwanath' relinquished the kingdom and confined himself to "Manika Ghat" in late stages of his life. Here at 'Purmandal' multi-Shiva Lingams have originated spiritually called in local parlance as 'Aap Shambo' lingam which as per legends describe that a famous Raja by name King Veni Dutt as mentioned earlier ruled in those ancient times in between eight to the close of Ninth Century had also visited Purmandal as it was a part of his Kingdom.

But, whatsoever legends are affiliated to this sacred spot, the fact remains that it was hoary past. The spot is of utmost prominence and Shakti in the Northern part of India where devotees in Lac assemblen over here to have holy Darshan, pay obeisance and obtain blessing. Even great Guru Nanak had visited the spot.

The Village Purmandal is populated on either side of "Devika River" which with revolving wheel of time many more temples were constructed during Maharaja's regime. But with the exploding population and heavy biotic pressure, the areas surrounding the spot have turned barren despite the fact that the Govt. Deptt. of all hues have put in all out efforts to rehabilitate and bring back to its pristine grandeur and glory but all in vain. Even the historically old religious structures which form an important part of our national heritage stand neglected and are desertifying impending dooms day. Apart from historic temples, there are old Sarais and Havelis having the same status. During Maharaja's regime (Dogra rulers ), it was earmarked to construct a cluster of sequential temples from 'Utterbehi' to Purmandal where the remnant material (Iron Girders and their allies) stand spanning the two sacred spots, and after dogra rulers all remained silent. Here the Govt. needs to take up the matter to save and

invigorate this sacred spot of our national heritage. Restoration of dilapidated temples, Havelis, Sarais to its pristine grandeur is the call of the hour and glory as devotees/ tourists from far and wide areas come here for holy Darshan, pay obeisance and obtain blessing. The area is just like that of 'Kashi' (U.P.) and as such dead bodies of locality around are cremated and one need not ot go "Haridwar" for immersion of ashes and as per local parlance are sured a place in heaven (Gati Locally spoken). Miraculous are the ways of God that the remnances of ashes are nowhere visible and disappear in the sandy 'Devak'.

The holy river needs to be rehabilitated by ensuring ecological balance by way of massive afforestation work on the barren hill-tops, catchments areas and here the Forest, Horticulture, Sericulture and other sister departments have to pick up the thread sincerely for this pious cause and its monitoring be ensured by accountability commission. The works executed over couple of years back are no where in sight and lakhs of money went to drain.

Classic clean lines campaign, shall have to be launched by one and all to make 'Devak' neat, clean and green, imposition of fine who littler the sacred spot and its surrounds. It is imperative and this shall have to be ensured by constituting a committee to assist "Dharmarth Trust Deptt", apart from planting multihued flowering plants, climbers and creepers on either side of the river; particularly those best suited to site. Water conservation, construction of ponds, tanks, boalis and other water bodies (Ghats) are warranted to be constructed. During my last visit to "Purmandal", I observed that a man from Punjab with this associates had engaged labourers for the construction of a bathing ghats most keenly. Apathetic attitude of our people and Govt deserves to be blamed for the act of negligence. When the outsider from Punjab is devotedly on this pious job what hinders we people and the Govt? It is rather a matter of shame.

Conclusively, therefore, imperfect and unawareness in our grey matter need to be revived to enhance the beauty of our old religious heritage and bring back to its pristine grandeur and glory by one and all so that our coming generations may not abuse us for utter act of negligence which our earlier "Rulers / ancestors have bestowed upon us. And lastly I add here the last line "How senseless seems to me the man who has seen his neighbour ill, old and dead, and yet remains happy and is not shaken by fear" ....Ash- vaghosha.

(The writer is former Deputy Conservator, J&K Forest).

# Shreemad Bhagavad Gita and the Modern world

■ OMKAR DATTATRAY

The relevance of ShreemadBhagavadGita in the modern times cannot be exaggerated.It is a spiritual treasure which guides us and shows us how to live a life of contentment.It is nectar coming from the lips of the Lord Krishna and every one of us should partake this nectar meaning thereby that we should read and study the treasure kept by the Lord in this book.This scripture has got universal applicability and it is cosmopolitan in nature.Its significance and importance cannot be denied in today's world.This spiritual treasure is specially relevant in the modern greed torn world were everything is weighed on the touchstone of gain or loss.In these days of the materialistic world were there is mad race for money,name and fame this treasure helps us to lead a contented life and the book shows us as to how the purposeful life and meaningful life can be lived in this materialistic world. The world is going to celebrate the GitaJayanti on 3rd of December 2022 with great fervor and enthusiasm and on the occasion of the GitaMohatsava,Gita recitation will be done and the importance of this scripture will be brought home to the people by the learned men who had mastery over Gita.It will also be brought fore to the people that the habit of reading and studying of the Gita is very useful especially in the modern times were there is greed and cunningness in the world and in such a worldly life the significance of this treasure trove is next to none.BhagavadGita is a philosophy and it is shows a way of life to the universe.In fact the study of this scripture helps the mankind to lead a balanced life and it guides us towards the supreme and ultimate truth.The Gita is the sum total and essence of the Upanishads and one who reads Gita is said to have understood theUpnishads also. The greatness of the Gita is this that it is a guide for the practical life and it shows us how to live a life in the world and live a life like a lotus away from the worldly mud and filth.Gita teaches us renunciation not from the world but renunciation with the wrong and selfish activities. Thus it teaches us to renounce the bad actions and live a selfless life.It never teaches us to renounce the world but

to renounce all the negative thoughts and actions in the world.This scripture teaches us to live a saintly life away from the materialism and greed but it in no way exhorts us to leave the world.It teaches the mankind to leave the sense pleasures and live a life of contentment and a meaningful life away from the madness of the world.The Gita teaches us the highest philosophy of Karam yoga and exhorts us to perform the allotted works and duties in a selfless manner and leave the results of the actions in the hands of the almighty.It teaches us as to how we will perform our duties and works without attachmentwhile remaining in the world.Thereforeit teaches men to work incessantly without bothering about the fruit of thieractions.So it teaches us detachment from the materialistic pleasures and the Gita ordains us to perform our duties and works without caring for the results of our Karnas.Thus the philosophy of Karamyoga is the greatest philosophy to lead a life of purpose and teaches the people how to work and perform duties in a detached manner.Therefore selfless service and the service to the mankind is borne home to the people through BhagavadGita and the reading and its practice makes us noble individuals so that we work and perform duties with selfless devotion.It teaches and helps us to work and live in the world like a saint.Therefore the Gita exhorts us to live a detached life while performing our allotted duties and works.It says that work is your right and the fruit of the work should not bind you to the worldly pleasures.So it teaches the people not to renounce the duties and works but to renounce the selfishness while working and living in the world.Gita in fact is an empirical and scientific knowledge and thus it guides us in the practical world.It is the Chapter third of the Gita which teaches the people the philosophy of Karamyoga.Thus this chapter of the Gita teaches us to live a life of a Karmyogi and work without caring and bothering about the fruits of your activities.Gita also teaches the humanity the yoga of knowledge as well as the Bhakti yoga which is total surrender and love for the God.It is said of the Kaliyuga that the surrender and the love of the almighty is the simplest way to reach and attain the God and

thus the philosophy of the Baktiyoga is the only simple way to know the supreme being .In fact the philosophy of love and devotion is the sure way to attain God in this universe.It is the chapter eleventh of the BhagavadGita which is dedicated to Baktiyoga meaning yoga of devotion.It says that total devotion and love for the God is the simplest way to reach the almighty in this Kalayuga .Thus the people observe total devotion and love for the almighty to reach to the ultimate goal and attain God.Thus the Lord Krishna exhorts the humanity to perform totaldevotion and practice the devotion and love for the God and in this way we can attain the supreme Bliss, thus we should do total devotion to the God and surrender to Him and in this way we can reach to God and so yoga of devotion is a simple way to attain the supreme being and therefore we should perform devotion to God so that we will be successful in this Kalayougand reach the ultimate truth.So the Karmyoga and Baktiyoga are the two ways to realize the god and their description is given in Gita along with other forms and systems of yoga.Gita is the complete text of philosophy and shows us how to lead a life in this materialistic world were greed reigns supreme and thus Gita is the practical guide to lead a happy and contented life in this world.Since Gita is the essence of Upanishads because theVadanta Philosophy is made easy for understanding through it.When the Upanishads are compared to cows,the Gita takes the position of milk.When one has plenty of milk at disposal one need not undergo laborious task of maintaining cows.One who has studied and understood BhagavadGita may be said to have caught the cardinal teachings of the Upanishads.The importance and relevance of Gita cannot be exaggerated in the modern world as it has much practical value and relevance for the mankind. Let us all read and study the teachings of the BhagavadGita in order to be successful in the world.When the father of the nation Mahatma Gandhi was facing any problem in life he was seeking the solution in the Gita. The significance ofGita can rightly be summandin the words of Ashborn who hadsaid,"Burn all libraries of the world for their essence is in BhagavadGita".