

EX TIGER TRIUMPH

In consonance with the established partnership between India and the US, a bilateral tri-Service Humanitarian Assistance and Disaster Relief (HADR) Exercise between both countries, Tiger Triumph - 24, is scheduled on the Eastern Seaboard from 18 to 31 Mar 24. Indian Navy Ships with integral helicopters and landing crafts embarked, Indian Navy aircraft, Indian Army personnel and vehicles and Indian Air Force aircraft and helicopters along with the Rapid Action Medical Team (RAMT) would be participating in the exercise. The US would be represented by US Navy Ships with embarked troops of the US Marine Corps and US Army. The exercise is aimed at developing interoperability for conducting HADR operations and refine Standard Operating Procedures (SOPs) to enable rapid and smooth coordination between forces of both countries.

The Harbour Phase is scheduled from 18 to 25 Mar 24. Personnel from both navies would participate in Training Visits, Subject Matter Expert Exchanges, Sports Events and Social interactions. On completion of the Harbour Phase, the ships, with the troops embarked, would sail for the Sea Phase and undertake Maritime, Amphibious and HADR operations in accordance with injected situations.

All about Brand Modi

OMKAR DATTATRAY

The brand Modi is bigger than BJP and it overshadows the modern politics of India and it impacts the political narrative and discourse of the country. It is the brand Modi which works wonders and comes victorious at the end of the day. It is because of Modi brand that BJP is all powerful and it will win the political battle of votes. Again it is brand Modi that BJP is sure that it will this time win more than 400 seats in the Lok Sabha elections. Brand Modi has much popularity and acceptance across India and even abroad and thus there is every likelihood that BJP will win with big margins and the slogan of Chaar Sua Par will become a reality. Brand Modi influences the political discourse of the country and it will give direction to the politics of the country. Brand Modi affects and impacts the political narrative of the country and it is brand Modi which will ensure that BJP wins the polls hands down. Brand Modi seems to be all inclusive and thus it is the Modi's guarantee and affects the voters mood and makes it possible to win the electoral battle. Modi is a brand name and it is this brand Modi which helps the BJP/NDA to win the polls. Brand Modi is inclusive and assimilative as well and it assimilates all the regional parties in its ambit though keeping the identity of the regional and smaller parties intact. The brand Modi has such a magnetic attraction that all political leaders are attracted towards it and in NDA, the political parties see their shelter. Brand Modi has such influence on the electoral battle that it will ensure more than 400 seats. More than 400 seats is not only the mere slogan but it is a practical theme and doctrine of Modi and brand Modi is seen everywhere and its effect is seen everywhere. The end result of the brand Modi is the win ability of the BJP because of brand Modi. BJP leader Narendra Modi's election juggernaut in the 2014 Lok Sabha polls is an example of how to prepare and successfully implement a marketing and branding campaign. This case study looks at the strategy and tactics behind the creation of brand Modi. Irrespective of your faith, ideology and voting decision, there has been no escaping Modi. His image and in -your- face messaging have overshadowed all other brands -even that of his own party. Pitching a specific leader as a driver of change and to mobilize voters support is hardly a new political strategy. After all BJP had projected LK Advani and Atal Bihari Vajpayee its prime ministerial candidates in past (Remember the Abki baari Atal Bihari slogan in 1996?) The congress party's projection of Indira Gandhi as the country's tallest leader with its Indira loo desh bachao tagline in the 1970's is another such example. But the personal rhetoric had been tied, and sometimes made subservient, to the political parties to which these leaders belonged. With his landslide victory in 2014 Lok Sabha polls, Narendra Modi has written the rules of the game and redefined Indian politics. Brand Modi has not only captured popular imagination but also trumped Brand BJP. How did it happen? David Aaker, American marketing guru and author of several books on branding, wrote in an April 2012 blog post that every person has a brand that affects how the person is perceived and whether he or she is liked and respected. This brand, he says, can be actively managed with discipline and consistency over time, or it can be allowed to drift. Modi and his marketing team showed oodles of both once he was anointed the BJP's prime ministerial candidate on September 13 that year. In fact, they had been at it from much before. Modi's transformation over the past year from a regional, right wing politician to a decisive leader with a clear development agenda, the one best suited to take India forward is nothing short of extraordinary. Senior leaders Pyish Goyal and Ajay Singh handled the overall media strategy, and a task force was constituted to handle Modi's campaign in Varanasi. Advertising legends such as Ogilvy & Mather's Piyush Pandey, MaCann etc lent their skills at various levels. Advertising agency Soho Square, part of the WPP Group, handled television, radio and print campaigns with catchy slogans such as "Ab Ki Baar Modi Sarkar" The archetype he offers is of a strong, all-knowing father figure who is unwavering. Santosh Desai, who heads future Brands, the brand consultancy arm of Future group. To create the father figure, Modi's team invoked tales of childhood in books and comics. Invariably and understandably, they were tales of heroism involving a precocious Bal Narendra (Modi as child). Brand Modi is unlikely to fizzle out anytime soon. The latest Morning Consult approval ratings of global leaders, based on data collected from February 29 to March 6, once again show prime minister Narendra Modi leading the charts. He enjoys a net approval rating of 62% -that is, of the respondents, 78% approved of him, while 16% did not. Only six of the 25 leaders tracked have a positive rating, while rest 19 have a negative net approval rating. They include Emmanuel Macron, the US's Joe Biden and UK's Rishi Sunak. According to the C-Voters Mood of the Nation (MOTN) survey, in terms of domestic ratings, 55% of voters prefer to see Modi as the PM again, against 14% of people who support Rahul Gandhi. There has been a lot of debate about whether Brand Modi has peaked, whether there is still some room for growth or in fact if there is decline. The brand Modi it seems is still going strong and may be in a growth stage, which just precedes maturity. Opposition parties are hoping that this election will see his popularity peaking and that by 2029, brand Modi will start fading away. Modi's image is built on three key perceptions -trust, good intent and delivery. He has been able to touch the hearts of the people through many of his landmark schemes and their implementation. Experts have similar views. While author Santosh Desai opines that at the heart of Brand Modi lies 'strength and clarity', Dilip Cherian a renowned communications consultant and political campaign advisor believes that Brand Modi works on sound, corporate principles of repeat, rinse, repeat. For Modi, being popular in his 10th year as PM is not easy. It requires continuous engagement with people, consistent reinvention of his image and the addition of new vote blocks. Modi also displays an uncanny ability to tide out public discontent over decisions that do not pan out the way he wants. Demonetization is an example. In short Brand Modi will stay at least to 2029.

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How failures lead to success

"If you fail, never give up because F.A.I.L. means "first Attempt In Learning" Dr. A.P.J. Abdul Kalam

MOHAMMAD HANIEF

Failure may feel uncomfortable or seem like a personal or professional setback, but it actually can help you succeed through growth and opportunities to try again. While it's challenging, failure in the workplace is often inevitable, whether it comes as a missed deadline, a calculation error or an interview without a job offer. Knowing how to accept and appreciate failure can help you use it as a learning opportunity that can lead to future success.

Failure is the condition of not getting the desired outcome and is normally the opposite of success, though failure is usually different for everyone based on individual beliefs. Success is the accomplishment of reaching a goal, purpose or intended outcome. Your definition of success can vary based on beliefs as well. Common ideas of success can include wealth, prosperity, happiness, wellness and contentment.

While failure and success are natural parts of your personal and professional life, acknowledging the feelings associated with each is an important step in gaining emotional intelligence and the ability to recognize the impact success and failure can have. As you mature in life and your career, it's likely your personal definitions of success and failure change. Depending on your goals and career aspirations, you might experience both failures and successes.

Failures often lead to success because they allow you to test and try what doesn't work to discover what does. Experiencing failure might be painful initially, though without it, you might miss the many benefits it can bring, including these ways that failures can lead to success:

Failure often allows you to examine what worked or what didn't even more so than success. It can foster your critical and analytical thinking skills, allowing you to innovate, redirect and try another way to execute something the next time. You might consider an option you otherwise wouldn't have if you succeeded on the first try. For example, many inventors and well-known business people used failure as an inspiration to create something better than they originally intended, like modern technologies including iterations of the smartphone, early social media platforms and virtual reality gaming systems.

Redirection also helps you discover more successful options. Think of navigating a maze blindfolded, for example. To find the exit, you likely take many wrong turns, though ultimately they help you move through the maze and get to the exit. Similarly, in life, failing at something might redirect you onto



something greater.

Those who experience hardship often develop more resiliency, determination and courage than those who don't. Failure rarely means the end of something and usually, it's often the beginning. For example, you might interview for a promotion and have disappointment when you learn another colleague got the job instead. Using the experience to review your talents, skills and abilities, you might focus on strengthening your professional capabilities and have the courage to apply for the next promotion. Alternatively, your employer might recognize how you handled the situation and create a role specifically with you in mind.

Failure can turn into success solely because of the option to try again repeatedly. Determination and focus often increase after experiencing setbacks, especially when you are close to attaining your ambition. You might accomplish your goal on the second attempt or it might take several tries. Even if it feels like it's not working, consider trusting in the process of turning failure into success. It's common to learn more each time you try something, so be willing to take another chance even after experiencing failure.

You can often gain new insight, skills and techniques through experiencing hardships or failures. For example, you might work on a technology project that malfunctions the first few days after launch, and your team conducts a thorough study of what went wrong and how to prevent it in the future. If you work on a project with setbacks again, you likely have the capabilities to fix or avoid the issue even more than a colleague whose projects were successful immediately.

SKIN HEALTH OUR PRIORITY

DR CHEENA LANGER

Skin is the largest organ of human body. Along with serving as a protective barrier against all the external agents, it also reflects our internal health. For achieving and maintaining healthy and good skin, combination of proper skincare practices, balanced diet, hydration, and healthy lifestyle choices are required.

Understanding Skin Health: Healthy skin is the mirror of internal health, characterized by smooth texture, even tone, adequately hydrated, and resistant against environmental factors. Skin Health is very important because skin is the outermost layer of our body, comes in contact with sun rays, environmental agents, pollutants, cosmetics, clothing and many such things. Also, role of genetics, age, lifestyle cannot be ignored in maintaining good skin. This article dives into key aspects of skin health and tips for nurturing your skin from the inside out.

Skincare Routine: A proper skincare routine according to our skin type is paramount for its health. The routine should involve cleansing, exfoliating, moisturizing, and sun protection.

Cleansing: Always use a gentle cleanser according to your skin type to remove dirt, oil, and impurities without stripping away natu-

ral oils. Always remove your make up before going to sleep.

Exfoliation: Regular exfoliation helps slough off dead skin cells, promote cell turnover and prevent clogged pores. Choose exfoliants suited to your skin type and also limit its usage to avoid over-exfoliation.

Moisturizing: Hydration is the life of skin health, regardless of whether your skin is oily, dry, or combination. One should opt for a moisturizer that contains ingredients like hyaluronic acid or glycerin to lock in moisture.

Sun Protection: Protecting our skin from harmful UV rays is vital in preventing premature aging, sunburn, and skin cancer. Apply broad-spectrum sunscreen with at least SPF 30 daily, even on cloudy days and indoors.

Nutritional Support: A well-balanced diet rich in vitamins, minerals, antioxidants, and essential fatty acids plays a significant role in maintaining healthy skin from within. Incorporate the following nutrients into your diet for optimal skin health:

Vitamin C: It promotes collagen production, takes care of skin elasticity, and helps repair damaged skin cells. Citrus fruits, strawberries, bell peppers, and leafy greens are good sources.

Vitamin E: It is an antioxidant, protects

skin cells from oxidative stress and UV damage. Nuts, seeds, avocados, and spinach are high in vitamin E.

Omega-3 Fatty Acids: Essential for skin hydration and reducing inflammation. Include fatty fish, flaxseeds, chia seeds, and walnuts in your diet.

Antioxidants: Antioxidants fights free radicals and environmental pollutants that can damage skin cells. All kinds of fruits and vegetables are full of antioxidants. Blueberries, grapes, green tea, and dark chocolate are few examples.

Hydration: Proper hydration is very important for maintaining good moisture levels of skin and promoting overall health. Drink at least eight glasses of water per day and limit consumption of dehydrating beverages like alcohol and caffeinated drinks.

Lifestyle Habits: Certain lifestyle habits can either support or undermine skin health. Here are some recommendations for healthier skin: Get Adequate Sleep: Lack of sleep can increase stress hormone levels, leading to skin issues like acne, melasma, darkness around eyes and dullness. One should take 7-9 hours of quality sleep each night.

Manage Stress: Chronic stress triggers inflammation and exacerbates skin conditions such as eczema, psoriasis etc. Practicing

stress-reducing activities like meditation, yoga, or deep breathing exercises each day helps body and skin to fight stress.

Exercise Regularly: Physical activity improves blood circulation, delivers oxygen and nutrients to the skin cells and also promotes detoxification. At least 30 minutes of moderate exercise most days of the week will give you results.

Dermatological consultation: Always consult IADVL Certified Skin Specialist for any skin, hair and nail related issues. Do not try all products available in market or social platforms on your skin without proper guidance and advice. Treat your skin very gently and love your skin colour.

Conclusion: Healthy skin requires a holistic approach, comprising of a comprehensive skincare routine, nutrient-rich foods, maintaining good hydration, and prioritizing healthy lifestyle. Following this you can support your skin's natural vitality and radiance for years to come. Do remember, Consistency is key, and small changes can yield significant improvements in skin health over time.

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Technology Development and Dissemination for Rural Upliftment

DR. BANARSI LAL

Technological up gradation and inclusive growth are the focal points in rural development. Socio-economic equality, better productivity, harmonizing new technologies and sustainable growth are considered as the pillars for the nation's progress. Many schemes from agritech to skill development, education to financial literacy cater to millions of people living in rural areas. The central and state governments are united with a vision for the betterment of rural India. Digital literacy and connectivity have strengthened the labour market. Innovations are helpful for the upliftment of rural areas.

Agriculture is the backbone of the rural economy. The Indian Council of Agricultural Research (ICAR) has rendered great service in the scientific farming and also bridging the gap between lab and land. With the improved agricultural implements and modern machines, farmers are able to increase their agricultural production and productivity. Assistance for purchasing the modern agricultural machineries is also provided to the farmers. The use of agricultural machines is not uniform as the improvements have mostly seen in the states of the Northern India and in a few other states where irrigation facilities have been developed. We have a technology mission on oilseeds that has achieved a major breakthrough in its production. We have developed more than 600 high yielding, early-to-very early, late maturing, dwarf, disease and pest-resistant varieties of paddy and wheat. In our country wheat contributes around 36 per cent to the total food grain basket. More than 260 high-yielding, disease and pest-resistant wheat varieties having good quality grains suitable in different climatic conditions have been developed. We are at number two in fruit and vegetable production the world after China. We are at number one position in production of mango and banana in the world. Research has led to the development of regular-bearing, dwarf mango hybrids, resulting in increased production

and export of mango. We are at number one in milk production in the world. Now drug-dry has been reduced in agricultural sector due to availability of quality farm implements for interculture, spraying, harvesting, thrashing etc.

We are so much obsessed with the political somersaults such as rise and fall of governments, insurgencies, various film stories, sports such as cricket, modern fashions etc. that we tend to bypass the changes in rural India. Farmers need agricultural inputs timely in their locality. We can't deny that technology triggered the Green Revolution that brought spectacular results in the agricultural field. Science has made tremendous impact on agriculture. In present era we talk of integrated pest and disease management, integrated land and water management, natural farming, low-cost housing and sanitation, training etc. in the use of modern agricultural appliances for greater productivity.

We can't ignore the myriad achievements of Council of Scientific and Industrial Research (CSIR) set up in 1942. Almost one-fourth of the technical grade pesticide production is based on CSIR technology. CSIR has produced specific pesticides and also biological methods of pest control for cotton and sweet potato and also neem based insect antifeedants. It has also promoted technologies suited to local resources endowments for low cost housing, semi-mechanised brick making, construction of rural roads, grain and water storage bins, cultivation of medicines and aromatic plants, extraction of oils etc. The Department of Atomic Energy has also contributed a lot in the area of agriculture and food preservation. Its nuclear energy programme covers development of high yielding crop seeds, fertilizers and pesticides-related studies and radiation processing of food items. The research efforts at Trombay in the field of crop improvement have led to the development of more than 22 high-yielding varieties of pulses, rice, oilseeds etc. One of important achievements in radiation-induced mutation is the devel-

opment of a green manure crop-sesbania rostrata. This method of green manuring is very cost effective. This can help in boosting the organic farming.

Department of Space has produced rich dividends for the Indian farmers. Remote sensing applications now cover diverse fields of crop acreage, yield estimation, drought warning and assessment, etc. Centre and State Governments get advanced acreage and production estimates for crops such as wheat, paddy, sorghum etc. Our country different extension agencies are also trying their level best to bridge the gap between rural and urban India. It is hoped that India's all the 6 lakhs villages will be having e-connectivity in the coming time. With the support of Tata Trust, a Jamsetji Tata National Virtual Academy for Rural Prosperity has been established at the M.S.Swaminathan Research Foundation (MSSRF) for training and selecting one million rural men and women as fellows of the society. They act as the torch-bearers for the rural people. The ISRO-MSSRF Village Resource Centre programme has already been launched in our country. These kinds of centres will help the villagers to meet their basic needs in education, health, farming, nutrition etc. This satellite based project seeks to achieve digital connectivity to remote villages for providing services such as telemedicine's, tele-education and remote sensing applications through a single window. The concept of Village Resource Centre (VRC) was given by ISRO and implemented through a patnership with the MSSRF. ISRO's capabilities in satellite communication and satellite-based earth observation to disseminate a variety of services emanating from the space systems have been integrated with other information technology tools to address the changing and critical needs of the rural communities. The Village Resource Centre (VRC) works on an interactive Very Small Aperture Terminal (VSAT) network. According to an imminent agricultural scientist, Dr.M.S.Swaminathan, the

rural economy can flourish if Information and Communication Technologies (ICTs) are used to create new livelihood opportunities. These technologies could be in the areas of agriculture, animal husbandry, fisheries, sericulture, food processing, handicrafts etc. Important services such as education and health care can be delivered through ICTs in the rural areas. Computers can be provided in the rural schools and doctors from government hospitals can offer online services to the rural people. The drinking water is an important commodity and alternatives like desalination though costly method now is being resorted with the purpose of providing drinking water for the rural and urban areas. Department of Atomic Energy is showing the way in this regard. Chennai is having Rs.1000-crore desalination plant. Around 296 villages in Ramanathapuram District in Tamil Nadu are getting their quota of drinking water Naripaiyar Desalination Plant. Many studies on renewable energy sources have been conducted and a large number of solar gadgets such as solar grain dryer, solar water heater, solar fruit and vegetables dehydrator, improved cooking stove, multi-rack solar dryer etc., have been developed. Wooden-based gasifiers have been developed for the production of producer gas. India is among the prominent countries that have developed renewable energy sources, especially for the rural areas. The major sources that have been tapped in this regard have been solar energy, biomass and wind power. Although all these are technological breakthrough, rural India is still looking backward. This indicates that full benefits of the technology need to reach to the rural people. Education, health, communication need to catch up with the advancements in the science and technology and their implication in rural areas. The innovations have accelerated the pace of rural development.

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