

THREAT TO SOCIETY: Usage of Technologies in Rural Development

Drug abuse is a growing threat to society, especially among the youth, and drug peddlers play a major role in spreading this dangerous habit. Taking firm and effective action against drug peddlers is crucial to protect lives, ensure community safety, and build a healthier future for the nation.

Drug peddlers target young, vulnerable individuals, often pushing them into addiction for profit. The damage they cause is not just physical or mental—it affects families, increases crime rates, and ruins potential. To stop this menace, governments and law enforcement agencies must act decisively. Strict laws should be enforced, with long-term imprisonment and heavy penalties for anyone caught dealing in drugs. The police and anti-narcotics forces must work together to track down drug networks and eliminate them from the root.

Technology and intelligence sharing can play a vital role in identifying drug suppliers and traffickers. Surveillance, undercover operations, and tip-offs from the public can help in making arrests and breaking these dangerous chains. Border security also needs to be strengthened to stop the illegal smuggling of drugs into the country.

At the same time, public cooperation is essential. People should be encouraged to report drug-related activities without fear. Helplines, community policing, and neighborhood watch programs can help in creating a safer environment.

Education and awareness are equally important. Young people should be taught about the dangers of drug use and the legal consequences of drug peddling. Schools, colleges, and media should promote drug-free lifestyles and highlight real-life stories that show the harsh reality of addiction and crime.

Furthermore, it is important to provide rehabilitation and employment opportunities to those at risk of becoming involved in the drug trade. Poverty, unemployment, and lack of guidance often push people into such illegal activities. By addressing these root causes, society can prevent more individuals from becoming drug peddlers.

In conclusion, drug peddling is a serious crime that must be tackled with strict laws, public awareness, and united community efforts. Only through a combination of law enforcement, education, and social support can we truly put an end to this problem. Let us take a stand—zero tolerance for drugs, and full support for a safe, drug-free society.

The time to act is now. Protecting the future of our youth means breaking the chain of drug supply permanently. Together, we can win the fight against drugs.

DR. BANARSI LAL

Technologies in present era have become imperative in all the areas whether they are healthcare, medical, education, tourism, transportation, industry, business, management, administration, banking and rural development.

For the development of rural areas, the utilization of technologies have been done on an extensive scale and there has been expansion and progress in the field of agriculture.

The developing nations are economically reliant on the economic resources available in rural areas. Agriculture is the backbone of the Indian 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 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 India wheat contributes around 36 per cent to the total food grain basket and ensuring not only food security but also nutrition security. More than 260 high-yielding, disease and pest-resistant wheat varieties having good quality grains suitable in different climatic conditions have been developed. India is at number two in fruit and vegetable production in 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. India is at number one in milk production in the world. Now drug-

ery 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 are really in distress not on account of the availability of inputs in agriculture but because of the neglect they have suffered at the hands of policy makers. 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, eco-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 has 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 development 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 years to come. 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 will be the torchbearers 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 VRC was given by ISRO and implemented through a partnership 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 eminent 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 agricul-

ture, 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 becoming the scarcest commodity and countryside, 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 which is said to be the most water starved city in India is now having Rs.1000-crore desalination plant. As far as fresh drinking water is concerned, the plight of people in the countryside is worsening. Around 296 villages in Ramanathapuram District in Tamil Nadu are getting their quota of drinking water Nariyaiyar 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, and still more efforts are needed to abreast rural India is still looking backward. This indicates that full benefits of the technology have yet 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. There is need of modernization of agriculture to encourage rural development to achieve long-term growth in the agricultural and economy as a whole.

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Radio Waves of Community Led Social Change

DR BRIJENDER SINGH PANWAR & NIKITA JOSHI



In today's digital world of hashtags, GIFs and reels, communication has expanded across a variety of mediums. Large parts of India today cannot think of a world without the internet and the quick communication it has enabled. Yet one would be misinformed to imagine that effective communication is restricted to unilateral means. A study of target audiences and their cultural contexts allows one to explore the different communication mediums that have been initiated and adopted by individuals and communities to suit their circumstances. The Community Radio is one such creative medium that is flourishing in different parts of the country today including educational institutes and rural heartlands. A radio set is the most frugal commodity often owned and operated by even those at the bottom of the pyramid. At the heart of this communication medium lie the values of community led ownership and grass root expression. It is a platform which allows communities to express themselves in their language and discuss issues that lie at core of their existence.

Mediums such as these therefore not only create partnerships and develop communication and management skills but also become catalysts of social change. Governments hence play an important role in recognizing and encouraging these local communication efforts that also help build robust communities. The Community Radio is set to truly make 'Radio Waves' at the "World Audio Visual and Entertainment Summit (WAVES), 2025" which is to be held in Mumbai from May 1 to 4, 2025. WAVES is being organized with the vision of connecting India's Media & Entertainment (M&E) industry with the global markets, fostering growth, collaborations and innovations. The key objectives of WAVES is to drive industry growth, nurture innovation, empower young talent and promote cultural exchange. The Community Radio Association of India (CRAI), the registered, elected organization of Community Radios, in collaboration with the Ministry of Information and Broadcasting, Government of India is organizing an array of initiatives at WAVES focusing on creating awareness and encouraging the development of Community Radio Stations in India.

Apart from this a Community Connect Zone will be created by the CRAI at the CreaSphere in WAVES. The Community Connect Zone aims to showcase the essence of Community Radio Stations and their significant contributions to various communities. The key elements of the Community Connect Zone are a Community Radio Stations Compendium Display Flip Book, the CRS India Map or Radio Garden, a Live Radio Set Up and a Newsletter.

The Community Radio Stations Compendium Display Flip Book is a visually appealing, interactive flip book that will contain a comprehensive compendium of Community Radio Station initiatives across India. Attendees can browse through this digital compendium to understand the evolving landscape of community radio and its pivotal role in shaping local and regional narratives and learn of success stories.

A large, interactive map of India will be displayed to showcase the location of active Community Radio Stations across the country.

Alternatively, a Radio Garden concept will be used, where visitors can virtually explore and listen to different community radio stations broadcasting from various parts of India.

This will help visitors understand the diversity of voices and issues that Community Radio Stations represent. A Newsletter that captures the most recent develop-

ments, activities and initiatives arising from the Waves Community Radio Content Challenge will be prominently displayed. This will include insights into the creative challenges faced by Community Radio Stations and their responses. The newsletter will keep visitors updated on trends in radio broadcasting and innovative community-led programs. A dedicated space to celebrate Community Radio Station awardees for their exceptional contributions to community radio will be earmarked. This corner will showcase profiles of Community Radio Stations, producers and volunteers who have won awards for their impact on society. Visual displays and multimedia presentations will highlight their stories, emphasizing the influence of community radio in areas like education, health, social justice, tribal welfare, women empowerment, environmental sustainability and more.

In order to provide an immersive experience, a Live Radio Set Up will be established within the Zone, where visitors can interact with radio hosts, community broadcasters and engage in live discussions. The setup will allow visitors to participate in real-time broadcasts, ask questions, share experiences and engage with experts in the field of community radio. A section dedicated to showcasing the "Mann Ki Baat" series will feature episodes aired via Community Radio Stations. This compilation will allow visitors to listen to key episodes that have resonated with diverse communities, reflecting important issues, national milestones and initiatives. The focus will be on how such broadcasts have connected the masses and empowered local communities.

Along with this more than 530 Community Radios from across the country are also participating in the deliberations at WAVES between the 1st to 4th of May 2025.

Engaging with Community Radios has time again proved that there is no dearth of talent and enthusiasm within communities in areas beyond Metropolitan and Tier 1 cities. WAVES aims to bring to fore the skills and potential of all such efforts in the media and entertainment sector and provide them with a global platform to connect and collaborate. The ultimate beneficiaries of such an initiative it is hoped, are the communities that these radio stations represent!

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All about Kashmiri Sahayak Samiti

DR. DALEEP PANDITA



More than 300 likeminded well placed educated Kashmiri Pandit families with global extensions bonded together by their socio cultural traditions and heritage started their marathon journey about 40 years back at Trikuta Nagar through a lesser known organization by Kashmiri Sahayak Samiti (KSS).

Political in affiliation, KSS a registered organization run by constitutionally elected body giving due representation even to their Nari Shakti, function irrespective of caste or region survive with their self created funds mostly through donations without any financial support from government or non government agencies.

Preserving and continuing with their ages old rich religious traditions of Hindu faith by stunt devotion to the administrator of Universe Bhola Nath Shiv Shankar; their local presiding deity Mata Sharika besides Sita Ram Jee, Radha Krishan Jee, Sai Baba Jee and other believing deities, all individually installed in pious sanctorum of KSS premises established at serene Village Enclave of Trikuta Nagar, Jammu.

Carrying forward their rich Kashmiri traditional religious belief celebrated as per their various important days in accordance to Hindu calendar, KSS regularly organize Hawans, Yagias, Janam Diwas, Sathapna Diwas, exclusive ladies functions (Jang Trey) etc. by serving their typical prashadam like yellow rice with cheese (Chaman taaher), sweet rice (Kheer) sweet soje dish (Halwa) fruits etc and also organize purely religious discourses on various important topics as per their traditional lineage. Inviting eminent personalities of our society, KSS celebrate all these function in its premises only, which are managed and financially supported exclusively by its devotees. Such philosophical activities help in fulfilling religious objectives of KSS, create public awareness about their Kashmiri socio cultural traditions besides tasting delicious Kashmiri vegetarian cuisine by the participants served on such auspicious occasions.

Apart from regularly organizing these religious and socio cultural events, KSS also cater different social obligations by meeting daily living needs of persons of lesser God and educational requirements of economically under privileged children besides pre-empting emergency medical aids. KSS also strive to maintain their distinct ethnic entity by inculcating the spirit of brotherhood among their community and equally share the moments of joy and grief of their members. All such silently managed activities are organised out of meager little self created funds contributed by its devotees and few interested public supporters. So KSS always seek financial support and request for raising funds to meet all these requirements including running of their day to day temple affairs by launching membership drives from time to time with the appeal to the general public to donate generously to fulfill such noble causes in the interests and service of humanity and faith.

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When it feels like life is rushing by, pause for a moment with a book

RATAN KESHRI

Do you remember the last time you read a good book? In today's fast-paced life, what we read and how we read it is changing rapidly. Books, which were once considered the deepest source of knowledge, thought, and imagination, are now getting lost in the noise of screens and scrolling. I believe that life is not as busy as we try to make it appear to the world. In fact, the problem is not the lack of time, but the lack of prioritization. What we truly choose matters more. Today, whether students or youth, as soon as they get a little free time from school, college studies, and other responsibilities, they don't turn to books but directly to their mobile phones and computers. Chatting with friends for hours, watching statuses on social media,

sharing memes, or just drifting through the internet this has become their way of "relaxing." The direct consequence of this is that their connection with books is almost breaking. They may not even realize how a good book can deeply change their way of thinking. They don't know that beyond textbooks, there is an entire world of novels, autobiographies, thought-provoking articles, and stories, which can not only increase their knowledge but also shape their personality. Another downside of this distance is the rapid spread of misinformation. When people no longer have the habit of reading, when they don't try to understand things deeply, they immediately believe whatever they see online. They think, "If it's on the internet, it must be true." This mindset

becomes the easiest way for rumors and false information to spread. Sometimes, it feels like we have stopped trying to know, understand, and think, and this is quietly, gradually weakening us.

Why is reading books better than watching films? Watching movies is a good form of entertainment, typically lasting two to three hours. They provide us with entertainment and also teach us something. However, reading books offers a completely different experience. My professor Dr. Umesh Kumar once said that when we read a book, all our senses become active. As we read, we enter a world of imagination where images begin to form in our minds. Books are not finished in a day. As we go through chapters, our curiosity grows, and we get completely immersed in the

story. Books not only provide more accurate information but also enhance concentration, imagination, and creative thinking.

Books as our best friend! The most special thing about books is that they never deceive you.

Where human relationships may change with time, selfishness, and circumstances, books stay by your side without any selfish motive. Books neither ask for anything from you nor disappoint you.

They are with you at all times, in every mood, quietly but completely dedicated. Their companionship is a friendship that never breaks.

They make your speaking skills more influential. Reading different types of writings enhances your ability to explore and analyze things and situations.

This way, a vast source of knowl-

edge keeps accumulating within you, and with this knowledge, you learn to speak according to any situation. You can attract people with your words while connecting with them.

They provide a new direction to thinking. In today's competitive age, creative thinking is crucial for success.

To stay ahead in this competition, your mind should constantly be filled with new ideas, which is only possible if your mind is calm and free of stress.

If your mind is filled with tension or anxiety, it will not be able to think creatively, and you will feel a lack of good ideas. This is why the habit of reading not only keeps your mind calm but also enhances your creativity. When you read various types of writings, your thinking

expands, helping you understand and solve any situation in a better way.

Conclusion
In this online, dazzling world, we always worry about getting lost. In this situation, books help us. Books not only help in understanding the difference between reel and reality, but they also give our thinking the right direction. They inspire us to think deeply and understand the purpose of our life. In this way, books offer us an opportunity to disconnect from the noise of the outside world and connect with our inner world, so that we can make the right decisions and move forward towards our goals.

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