

REVIEW LAWS TO SAFEGUARD WOMEN

It is widely acknowledged that rate of unreported sexual violence in Indian society is far higher than official statistics would indicate, and is likely to be a bigger problem in India than in other countries, as it is a more patriarchal society. In view of increasing incidence of rape incidents, it is absolutely necessary to review rape law humanely and progressively, as existing law is not only partial but also outdated. The subject needs a comprehensive review and should include various types of assault, violence and torture, and that too with gender neutrality. Women are routinely groped and harassed by men at work places, on buses and trains and everywhere. The vulgar display by even top-grade heroines in form of 'item numbers' has become a must for any successful movie, which further provokes anti-social elements. A piece of fool-proof legislation is needed to safeguard innocent victims.

Rape is not something that occurs by itself. It is part of continuing and embedded violence in society that targets women on daily basis. Hastily made laws will serve no purpose. The government should reconsider ordinance, giving more importance to the panel recommendations. It is rightly pointed out that, "The law, if it is to be effective, must keep up with these changes, not try to force a regression to a time long past." While Sections 375 and 376 of the Indian Penal Code are major laws dealing with rape, they have failed to match international standards of addressing the crime. A comprehensive psychological study of the mindset of rapists is the urgent need of the hour to get some real insight into the mindset of criminals. Girls are in constant fear of being attacked, raped, victimised by men by throwing acid on their faces, and what not. It is important to conduct an imaginative and sustained publicity campaign in the media, especially in regional languages, in cinema theatres and so on.

Any new law on rape should include conduct of defence lawyer and bar unethical questions against the rape victim. Rather than punishing a culprit after a crime, it is necessary to curb cause of crime against women. We have enough laws but, unfortunately, they are not effective. What's the purpose of any law that can only bark but not bite?

This is the time to effectively implement various policies such as Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, Protection of Women from Domestic Violence Act, 2005, and effect stricter punishment for voyeurism and stalking. Our presumption that stricter laws will bring down crimes against women stands negated. The real problem is ineffective policing. As long as criminal do not get swift and severe punishment, such crimes will continue to be committed. Police reforms should be implemented and the force be insulated from political interference. We need not only stringent police reforms but also a deep insight into the fulfillment of community responsibility on the part of citizens. If we fail to educate our children, then we have failed in the most basic of tasks as a society.

Making tougher laws will only be as effective as its implementation. Violent assaults, rapes and murders of women are symptomatic of a deep societal dysfunction. Any new law on rape should include the conduct of the defence lawyer and bar unethical questions against the rape victim. If an FIR is registered against a person in a rape case, he should be automatically disqualified from contesting elections. The prosecution for rape and sexual harassment should have toughest lawyers pleading the case to have 100 per cent conviction and not one in over 1,000 cases. Before the dignity of more women is sacrificed, we need to have a real change for the better democracy, greater freedom, full transparency, strict law enforcement, and mandatory punishment for heinous crimes against women. Crime is endemic to the human condition, but a crime specifically directed at one sex is most despicable and unfortunately, the one that is punished least. According to the Government's statistics twenty five rapes are committed in the country everyday but the unofficial record is in very large number. It is essential to raise our collective voice against rape.

One would find that rape is a sexual as well as cultural attack which has become a great social problem today. There are many rape cases which become the headlines of the leading newspapers but the timely actions are not taken. One should see that by giving a deterrent punishment to the rapist, this evil of rape would not be solved. Once it is proved that person is guilty of rape he should be hanged and women for their self-defence should learn the art of Karate, Judo to remain safe from such anti-social elements.

OFF 'D' CUFF

'Cherish your blessings, always'

We spend our entire life trying to find its purpose while facing the brickbats and bouquets that life offers us. We try to find success and happiness in material things.

Now in such a scenario if someone asks us what, other than money, makes us happy, most of us would take time to figure this out. It requires a lot of soul-searching to find out what it is that makes us truly happy and self-content.

M K Gandhi once said that the best way to find oneself is to lose oneself in the service of others. The selfless practice of rendering community service and helping the needy leads to contentment, besides uplifting one's self-worth.

Recently, I visited an orphanage for differently abled children in Delhi. The courteous staff made me feel at home and suggested that I interact freely with the children. I was asked beforehand to carry food packets and items of daily use like stationery, blankets, and clothes for the children, who were in the age group of five to 13.

The children were a cheerful lot, the smile on their faces reflecting the joy within. They were busy laughing and dancing to the tunes of music that was being played on the loudspeakers in the main hall. The orphanage was celebrating its Annual Day. The children regaled the audiences with their elegant, graceful dances and melodious singing. It was a pleasure to see them perform

without inhibition. They were elated to meet visitors, now turned friends, who had come from different schools to spend time with these children. Not even once did I sense a sign of displeasure on their faces when they chattered away with the other children. It was as if they knew that we all have been moulded by the hands of the same Creator and that all of us are essentially the same in spite of some differences.

These children came from economically weaker sections, and were sent to the orphanage by their parents because they could not bear the burden and responsibilities that came with taking care of special children. Maybe their parents believed that they lacked sufficient funds, facilities and time that was required to bring them up.

The children didn't remember what their families were like and to them, the term 'blood relation' is unknown; the only relations they know is of brothers and sisters, a bond that these children have forged by themselves. They are too young to realize that they have been marginalised from society.

These children taught me that happiness is a state of mind and not a material possession. My faith in humanness and humanity was restored and since that visit, I have been seeing blessings everywhere.

Gaurika Taneja

Issues which UT of Jammu & Kashmir must first step on to show that an era with difference has arrived

Honoring PVC Decorated Soldiers - Projects for Needy & Firm Sr. Citizens - Unexploited Summer /Commercial/ Pilgrim Tourism Must focus on: Under Employed Youth -Rural Health Care - Nearness of Commonman to Distt. Adm./ MLAs-PSU- PoJK DP's Revisit Management of PSUs-Review ADB/WB Funded Projects -Health/ School Education-Electricity/Water- Social Audit

Honouring with special residency rights in J&K atleast 15 non- permanent Residents of J&K PVC decorated Soldiers/their families. It is worth mentioning here that so far 21 Param Vir Chakras have been awarded to defence personnel after 15th August 1947, out of that 15 have been awarded to soldiers who fought defending the IB/LOC along in J&K and who were not the "Permanent Residents" of J&K. No government has so far cared to honor them / their families even with concessions in Services /Education institutions in "J&K".

Time to end the era of exploitation of educated / qualified unemployed youth living under socio-economic pressures by under paying them even for filling substantive public interests regular vacancies through recruitment policy / rules like S.O 192 / S.O 194 of 17-06-2020 by undoing such policies for future recruitments and extending notional benefits to all those youth who have been appointed in the past under SRO-202 of 30-06-2015 and S.O 192/S.O 194. Appointing people for casual/ temporary / contractual vacancies on modes like fixed salary/ with or without allowances could have some logic but not those against regular vacancies sanctioned for delivery of public services on regular basis.

Similarly is class of youth who are appointed as Special Police Officers in UT of J&K (there numbers may be more than 30000) presented appointed on a consolidated salary of just Rs.6000/pm (before 2019 it was Rs.3000/pm) (it has been only when some proposals were made to Union Home Ministry under Amit Shah that salary was increased to Rs.6000 per month for review only after 3 years otherwise earlier it was Just Rs.3000/ pm) who on ground are required to perform the same duty as is performed by regular police constables. Firstly it is exploitation of the needy, secondly the

appointee always remains under financial stresses and hence social stresses also and thirdly one is required to perform job that requires total involvement / high level of truthfulness & sincerity / preparedness to even risk one's life / honesty to the meaning. It was reported on 28-09-2018 J&K Chief Secretary B.V.R. Subrahmanyam was so much concerned with the cause of SPOs that he wrote to Union Home Secretary Rajiv Gauba on September 24, saying that "given the risks that they face in performing their duties and the threats to their lives, there is a need to pay experienced SPOs a slightly higher rate that would motivate them to work in difficult circumstances".

Union Home Ministry had in 2019 given some passionate consideration and fixed salary of SPOs was ordered some increase (those with 15 or more yr of service to get Rs.18000/pm, those with service of 10 yrs but less than 15 yrs to get Rs.15000/pm, those with service of five yrs and less than 10 Yrs to get Rs.12000/pm and those with service of 3yrs to get Rs.6000/pm and those with service of less than 3 yrs to get Rs.6000/pm) The recruitment of SPOs is being regularly made over last many years and hence it is no less than a regular recruitment of police force. It has been learnt that in August 2019 there were around 10821 SPOs with more than 15 yr service (salary increased from Rs.12000 to 18000), 5132 SPOs with 10 yr completed services (salary increased from 9000 to 15000/pm), 3436 SPOs with 5yr completed service (salary increased from Rs.6000 to Rs. 9000/pm), 1134 SPOs with 3 yrs completed (salary increased from Rs.3000 to 6000/pm and 8590 SPOs with less than 3 yr service (salary increased from Rs.3000 to



A Look through the mist Part-IV

Rs.6000/pm).

No doubt with high degree of unemployment still many youth apply for SPO hoping that may be one day they become regular. It was reported in media 01-12-2019 that over 77,000 candidates applied in response to SPO recruitment drive of the Jammu and Kashmir Police to fill about 5,200 posts of Special Police Officers (51,047 youths applied for the SPO recruitment in the Jammu region and 26,594 in Kashmir valley).

Hence Lieutenant Governor Manoj Sinha must get applied the corrections by proposing to Home Ministry for awarding a regular pay scale to the SPOs immediately. No doubt in case need arises for reviewing the jobs that SPOs are presently doing that should also be done but in no case they should be paid such meagre amount in which it is not possible to maintain physically even a single self and ensure presence on duty like a security man.

14. Unexploited commercial tourism potential outside Kashmir Valley has to be exploited by working out macro projects instead of the so far followed policies of micro projects of a few tens of crores of rupees. Surface transport infrastructure with have to be created outside Kashmir valley worth attracting the tourist for holidaying / recreation/ pilgrim tourism in and around beautiful valleys / potential resort sites / adventure tourism which has remained unexploited over last 7 decades even after 1947 by working out projects of value of hundreds of crores unlike a few tens of crores of rupees since surface transport infra has to cost minimum Rs.5 to 10 Crores per KM for approaching such areas that have good potential for commercial tourism but have much difficult terrains in comparison to Kashmir Valley. How badly the tourism has been neglected could be well read from the so talked status of Basohli- Bani-Bhaderwah road even after 2014.

Investments that have been deferred for 7 decades if made now with bulk special allocations would also add fortunes for the local economy in addition to what tourism inflow would do. Tourist could well be carried to Valley via Rajouri/ Poonch/Bhaderwah/Kishwar provided 'happy' infrastructure is raised enroute.

To be continued (Daya Sagar, is a senior journalist & analyst of J&K affairs, can be reached at daysasagr45@yahoo.com)

Aftermath of polls in West Bengal

MANMOHAN DHAR

Bengal, it seems, is trapped in a grip of post poll violence. Even pre poll, since the day Mamata Banerjee, just out of the blue, announced something unique. Unique in the sense that such things are not or cannot be associated with politics. 'Khela Hobe'. This Bengali slogan, TMC says, has been written by Debangshu Bhattachariya a young Bengali TMC member. But this two word slogan 'Khela Hobe' does not look like so simple a statement, especially when being related to politics. In the language of sports it speaks of game, win, loss and friendship but TMC used it in politics with altogether a different meaning. With a venomous language that was used by Mamata Banerjee all through the electioneering campaign, the claim that this sporty slogan was game, win, loss and friendship, is hard to digest.

The hidden meaning of this very sporty slogan is beyond anybody's imagination. Let us try to analyse it. Firstly when we talk of politics and elections both are not akin to a sport. Politics is altogether a different ball game, while as elections are not some 'Gudda Guddi Ka Khel'.

A strong sense of alienation is gripping Bengal politics and TMC and Mamata Banerjee are watching this dangerous state of affairs like silent spectators. Khela Hobe slogan, as they say is trending now in Bengal, is something which speaks volumes about what Bengal is going to witness in coming days.

Mamata raised this slogan during her election campaign but no one could imagine the 'Khela'. Killing more than 150 BJP workers before elections and now the post poll violence, arson and political vandalism killing half a dozen BJP workers, is no less than an ugly

political Khela of arrogance and vengeance.

If it was not the pre-poll plot for a dirty political Khela, then why this barbaric post-poll violence by TMC goons?

Mamata Banerjee won the elections and returned to power with an absolute majority but how? That remains a million dollar question. But that in no way should be a barrier for Indian courts to take a serious cognizance of the sequence of events right from the day Mamata burst the cracker 'Khela Hobe' during her election campaign in her own State Bengal, about which she also said, Maa, Matti, Manush. And today in the post-poll scenario all the three are drenched in blood. What sort of a Khela is this?

No seasoned and politically tall leader can call election as Khela. Election is a national festival.

It decides the fate of the people of a state. Election commission works day in and day out to make the process a grand success without any untoward incident taking place during the course of elections. And you call it a 'Khela'. Every TMC worker has become furious, unruly and venomous.

They are indulging in loot, arson and killings. Is this what you call 'Khela Hobe' Mamata ji? Today every BJP worker in Bengal is scared, frightened and is being harassed by TMC workers. In such a state of affairs in Bengal why can't one draw the conclusion that Khela Hobe is referred to a statement or more precisely to a commitment that if TMC comes to power in Bengal, all those who voted against, would be taught a horrifying lesson.

Elections in Bengal seem to be altogether a different story. In an interesting development that took place during

the first three phases of the election when Prashant Kishore, a very famous political analyst or if we say a political strategist on whose shoulders Mamata fought Bengal elections, in an interview to a very renowned journalist on his channel confessed with full command and confidence that if Mamata Banerjee loses and BJP gets more than one hundred seats in Bengal elections, he would 'Quit'. When he broke this news even the interviewer got stunned for some time and was speechless. But later he asked as to why would he quit, as he happens to be a professional, hence can't afford to be emotional. But Prashant Kishore was adamant to what he had said, totally refusing to change his mind. So this was a big risk any professional would take in his or her career. Now, this confidence, conviction and credence definitely needs a very strong base and a level playing field to stand on. Well AVN hacking etc will be too early to predict. It is a matter of great importance and concerned bodies may at an appropriate time probe into the whole election process and bring the facts to the fore. Even Mamata Banerjee also at various occasions uttered a lot of things about the Election Commission, which could have been very sensibly avoided. Therefore a post-poll enquiry should not be ruled out. However, central Govt. needs to take a strong notice of the post poll violence in Bengal which is taking a very ugly turn in view of the unruly TMC goons unleashing terror and not even sparing the women.

A high level investigating team needs to be constituted under aegis of Supreme Court to have an insight of the political violence claiming human lives and loss of private and public property, before it is too late.

YOUR COLUMN

Keep children safe during second wave of COVID-19

Dear Editor,

We as adults may understand the new rules during this crucial COVID pandemic, and it may be easy for us to flip that switch and attempt to return to normal, but for kids it may be more difficult. Children might need some help grasping the rules. Here are a few tips that can help to keep children safe.

The second wave of coronavirus has caught India's healthcare infrastructure off guard. Not only is it impacting the most vulnerable in the society, but even children are getting affected by the new mutations circulating in the country. Therefore, it is important that we educate ourselves about the deadly virus and learn about the different ways we can prevent it. This will not only protect us but also ensure the safety of our children, who are yet unaware of the implications of the pandemic. More than a year ago, when COVID-19 hit us for the first time, only older adults and people with pre-existing chronic conditions were considered to be the most vulnerable. However, with the onset of the second wave, it is clear that even children, who were up until now considered only carriers, can be affected by the deadly virus. As per medical professionals, children between age groups of 0-19 years are said to be getting admitted in the hospitals, which is not just shocking but alarming.

From the most common symptoms such as fever, cough and headache, experts suggest that children may experience ail-

ments that are completely different from adults. It has been noted that children may have a high temperature ranging between 103-104 degree celsius. If the fever continues to persist or worsen, you must seek medical attention.

Given the rising number of COVID cases in children, it has become all the more important to protect them and prevent the spread of the infection. That said, from educating our children about the pandemic to encouraging them from taking certain precautions, we can contain the negative impact of the virus efficiently and also keep our children safe from the same. While it may be hard, you must encourage your child to stay indoors during such times of crisis. Given that the virus spares no one, do not send your kids outdoors to play, rather organize fun indoor games that might keep them distracted.

At such a time, it is advised to avoid having visitors at home. You can never be sure of who might be infected. It is important to stay vigilant and cautious. Additionally, in case you have visitors, ask your kids to maintain social distancing. Do not leave your child unattended.

Make sure your child wears a mask. Frequent washing of hands and sanitizing before touching your eyes, nose and mouth is crucial during such times. If left unattended, children may touch contaminated or infected surfaces and objects, which may lead to an infection. To avoid that make sure your children wash their hands regularly.

Apart from washing your hands, remember to disinfect and clean frequently touched surfaces and objects. To avoid that, disinfect surfaces as frequently as you can. The most important thing is to ensure that your child stays active every day while taking preventive actions.

Dr Anita Raina, Kathua.

Vast career options in advertising

There is perhaps no other business that so greatly influences our daily lives than advertising & marketing communications. Advertising dictates our choices regarding cars we drive, our drinking preferences, our clothes etc. It has a great influence on our daily lives.

Advertising offers a unique blend of opportunities as a career. Rare in other industries will you find a more eclectic group of individuals under one roof. The major areas of operation are client servicing, media planning, creative and research.

Client Servicing: The face of agency, Client Servicing, represents the agency to the client and the client within the agency. On receipt of a detailed brief from the client, the Account Executive and Account Planner chalk out a strategy based on the brand's positioning, its USP and its communication peg. While the more renowned agencies require an MBA, some others will be satisfied with a Degree/Diploma in marketing or mass communication.

Media Planning: They guide advertising agencies select the best outlet or medium to reach customer they want. Media planners plan, schedule, book and purchase space in the print media (newspapers, magazines) or outdoors (billboards, kiosks and bus panels) and time (TV & radio, internet). The media planning also involve conducting some targeted research to assess recall and viewership/readership of a campaign. Media planners should ideally have a background in Maths and Statistics, or preferably a MBA. Art Department: The look of a campaign accommodating different components i.e. headline, visual, picture, text, logo etc in a given space; selecting the size and type of the font, the visual treatment and the overall treatment is the purview of the visualisers and art directors. A high level of originality and creative talent form the pillar; a degree in applied art or graphic design with knowledge of computer graphics/multimedia is required. Market Research: The Research department tries to measure the effectiveness of the ad campaign. It is research that provides media planner and creates a scientific and measurable basis to sharp-focus their strategy. These professionals are from a variety of disciplines, but share a common comfort level with mathematical or statistical modeling, sampling techniques and psychographics.

In this industry, rewards are directly commensurate with the initiative you display. More the efforts you put in, better results you achieve. If you are ambitious and hard working, you can quickly move up the ladder. Starting with Rs 6,000 or thereabouts as a fresh wet-behind-the-ears trainee, you can easily gross ten times as much five years down the line if you've got what it takes.

Though few colleges offer specialisation in advertising at Bachelor's level, but elements of advertising such as media planning and client servicing are covered in Mass Communication courses offered at both under-graduate and post-graduate level.