

POSITIVE DEVELOPMENTS

In recent years, a multitude of positive developments have unfolded across various spheres, signifying progress and advancement in different aspects of society. These developments encompass areas such as technology, healthcare, education, environmental conservation, social equality, and international cooperation, among others. Collectively, these advancements contribute to a brighter, more promising future for humanity. One notable area of progress is technological innovation. Breakthroughs in fields like artificial intelligence, renewable energy, and biotechnology have revolutionized industries and improved people's lives. For instance, the increasing adoption of clean energy sources has led to a significant reduction in carbon emissions, mitigating the impacts of climate change. Similarly, advancements in medical technology have resulted in better diagnostic tools, more effective treatments, and improved healthcare outcomes, ultimately extending and enhancing the quality of life for millions around the globe.

Celebrating International Museum Day - revisit museums of J&K

A museum is a Not-for-profit permanent institution in the service of society that researches, collects, conserves, interprets and exhibits tangible and intangible heritage. They are open to public, accessible and inclusive. They foster diversity and sustainability. They operate and communicate ethically, professionally and with the participation of communities, offering varied experiences for education, enjoyment, reflection & knowledge sharing.

International Museum day 2024 is being celebrated on 18th May with the theme "Museum for Education and research." This year theme underscores the Pivotal role of cultural institution in providing a holistic educational experience. This special day which gives us a chance to celebrate Museums & all they do. This important day shows how museums help us learn culture and preserve history. The objective of International Museum day is to raise awareness about the fact that "Museums are an important means of cultural exchange, enrichment of cultures & developments of mutual understanding / cooperation of people. Historical & contemporary Museums play a crucial role in education. They offer tools and techniques that aid in education, allowing students to understand concepts easily through object based learning & inspiration, enabling students to engage in practical historical investigation & intellectual developments. Through various avenues, museums enrich education experiences & facilitate deeper understanding of history, culture and the world. Museum in UT of J&K and Ladakh have carefully restored its dignity & richness. Let us have a glimpse & revisit famous Museums in our UT & Ladakh.

Amar Mahal Museum in Jammu

This is a palace converted to Museum. This splendid structure has been inspired from French CHATEAU in its architectural style. It was the official residence of Maharaja Hari Singh, the last Dogra king. The striking design of the palace attracts visitors with a distinctive charm & its artifacts. It was converted into Museum & Library By Dr Karan Singh. The Museum is carved in Red sand stone is also called Dogra Hall. Rarest artifacts related to Pahari and Dogra culture are displayed in the Museum. It has an exquisite throne belong to Maharaja Hari Singh. The throne is made from Gold weighing 120 Kg is beautifully designed with Golden Lions on all sides & is placed in Hexagonal room in the palace is viewed through glass chambers. Apart from throne, Amar Mahal Museum also houses rare Dogra paintings, Pahari paintings & portraits of Royal family. Another attraction of this museum is huge collection of books.

Dogra Art Museum

This is also a significant museum in Jammu & Kashmir. It is located in Pink Hall of famous Mubarak mandi complex in Jammu. It contains many artifacts of historical significance. The Museum was opened in 1954 at Gandhi bhawan and later on shifted in 1991 to Mubarak Mandi complex. It has rarest collection of miniature paintings from Basholi & Dogra School of Art. It also displays relics like metal objects, manuscripts, Akhnor Terracota heads, Dogra dresses and Jewellery. Most attractive treasure is golden Bow and arrow of Mughal Emperor Shah Jahan. It also has Persian manuscripts of Shahnama & Sikendnama.

This museums also houses Martial culture of Dogra kings like weapons, swords, pistols, guns, Daggers, armplates & helmets etc. The museum being prime attraction of J&K and holds significances for History and archeology enthusiasts.

Sri Pratap Museum

This Museums is located in famous Lal Mandi area of Srinagar. It was earlier summer palace of Kings in Kashmir. Later, it was established as Museum in 1898 by Maharaja Pratap Singh. The purpose was to conserve cultural and archaeological reminiscences of J&K along with BALBASTAN & Gilgit regions. Artifacts displayed in the Museum include rare Terracotta heads related to 3rd century AD. In the archaeological section of Sri Pratap Singh Museum one can explore collection of Terracotta & Metal art pieces from excavation sites of PANDRITHAN, Avantipora, Parihaspur, USHKUR (Baramulla) and Harwan. Along with many other dogra style showpieces, weapons, utensils, furniture, carpets, textiles, leather / WILLOW articles & Musical instruments. There is a copper image of Buddha carved in Gandherva style in this museum to allure all with its sheer magnificence.

Kanchenjunga Museum in Gulmarg

It is an army warfare museum in Gulmarg. This museum is located within (IAWS) High Altitude Warfare school of Indian Army. Here, various tools & equipment used by Military since 1947 for mountain climbing & Mountaineering are displayed. It was set up in memory of Indian army's first summit to Kanchenjunga in 1997. All other successful expeditions including the one to Mount Everest are also displayed in this museum.

Stok palace Museum in Leh

This museum situated within Stok palace must be part of ones priority while travelling to Ladakh. It has beautiful artefacts related to royal family of Ladakh on display. This palace is still used by royal family to reside during summers.

There are ancient copper coins, teakits, crowns, jewellerys, equipments, gem stones and item related to their traditions. It also contains sacred DZI stones also called "Pure Happiness Pearls". 16th century thangka that depict various teaching of Lord Buddha priceless gold crown worn by Head of family of Ladakh & swords coupled with KNOT by King Tashi PHUTGAL are high lights of this Museum.

Amberan - Pamberwan sites

Had a privilege to visit a Buddhist Monastic complex on the right bank of river Chenab at Amberan near Akhnor & Dates back from 1st century BCE to 4th -5th century CE gives a strong physical proof of a vibrant Buddhist phase in Jammu. Some coins, Terracotta beads and other articles of Kaniska the great kashan. Emperor unearthed & are exhibited in small room / gallery. The museums guaranties inclusive & equitable high quality education & encourage possibilities for lifelong learning for everyone. On this day, we must honour the way museums inspire & educate us. Museums gather artifacts, antiques & exotic creatures that tell us about many cultures. They preserve our culture & promote unity. On this day education institutions, associations, social organizations & tourism sector must publicise visits of students, local people & tourists to museums of our country especially of J&K.

Level up your awareness not blood pressure

DR SUSHIL KUMAR SHARMA



World Hypertension day is celebrated annually on the 17th May with the theme 'Measure Your Blood Pressure Accurately, Control It, Live Longer'. The main aim of the day is to educate the public and increase awareness of hypertension, which is also commonly known as high blood pressure.

The expanded theme for World Hypertension Day is Measure Your Blood Pressure, Control It, Live Longer, with a goal of increasing high blood pressure (BP) awareness in all populations around the world and focusing on combating low awareness rates worldwide, especially in low to middle income areas, and accurate blood pressure measurement methods.

Cardiovascular disease (CVD) is the leading cause of death worldwide, and high blood pressure (hypertension) is responsible for more than 33% of CVD deaths. Unfortunately more than a quarter of adult women and four in ten adult men have hypertension, and diagnosis, treatment, and control are sub-optimal. Only a few countries show a population hypertension control rate of more than 50%.

Objectives:

Awareness of the symptoms of high blood pressure. Motivation to know blood pressure measurements. Knowledge of early prevention methods of high blood pressure.

Highlighting prevalence of high blood pressure in the community.

Facts:

High blood pressure occurs when systolic blood pressure is equal to or greater than 140 mm, and diastolic blood pressure is equal to or greater than 90 mm.

Two out of five adults have high blood pressure.

High blood pressure is a leading cause of premature death worldwide.

High blood pressure is called (the silent killer); as symptoms may not appear clearly.

Unhealthy lifestyle can increase the risk of high blood pressure, such as: eating too much salt, being overweight, lack of exercise, and smoking.

Prevalence: Hypertension is a major cause of a range of health problems such as strokes, heart attacks and kidney disease, and can also contribute to dementia. An estimated 1.28 billion adults aged 30-79 years worldwide have hypertension, most (two-thirds) living in low- and middle-income countries and the prevalence is expected to increase to 29% by 2025, driven largely by increases in economically developing nations. The high prevalence of hypertension exacts a tremendous public health burden. As a primary contributor to heart disease and stroke, the first and third leading causes of death worldwide, respectively, high blood pressure was the top modifiable risk factor for disability adjusted life-years lost worldwide. In some recent studies both covid-19 case fatality rates and hypertension prevalence increases with age, reaching 8.0% and over 50% respectively for the 70 to 79 year age group. One of the global targets for non communicable diseases is to reduce the prevalence of hypertension by 33% between 2010 and 2030.

Symptoms of Hypertension

Hypertension is generally a silent condition. Many people won't experience any symptoms. It may take years or even

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Media involves not just publications, but Akashvani, Doordarshan & other private electronic channels. When an organisation or government is in the news, the objective of press relations may be simply to ensure that what is published is favourable or at least accurate. But for promotional purposes, the problem is more often to stimulate media interest in publishing information about specific subjects.

'Mass Media' includes Doordarshan, Akashvani, Private electronic channels, Newspaper, and large circulation magazines, as well as many more specialised publications. One's press relation work will be with the press itself, often the business press in particular.

In every industrialised country there are dozens, hundreds or even thousands of business publications, serving virtually every industry, trade or profession. The people who read these publications are seeking information useful to them in their jobs or business. A single reader often is directly responsible for, or influences, very sizeable purposes.

Because trade and industrial publications are so specialised, their circulations are smaller, choose the right ones, trade and industrial journals regularly publish news and other information that general publication would not consider. If we are trying to reach trade, we also find out several different publications to reach the right people at various levels and in different kinds of operations. One way to identify the right business publication for our purposes is to ask people who fit into the business categories you are trying to reach which publication they read.

Although the business press can be our most promising publicity channel, it is rarely adequate as the sole medium for a publicity campaign, trade magazines do not reach everyone in every trade; small shop owners, for example, do not read them and top executives often read general business publications in preference to many of the specialised journals serving their industries. Moreover, if we are promoting consumer goods, in many cases obviously would want to reach consumers, not just the trade.

Daily newspapers, can achieve greater audience coverage than business journals. Newspapers also have a degree of selectivity which can be very useful, particularly in terms of geographical coverage. Newspapers usually serve individual cities or rural and sub-urban areas.

Consumer magazines are another medium, one should not overlook. Women's magazines, for example, often carry articles and news items on products in the food, clothing and home furnishing areas. Travel articles are another favourite subject.

The essence of good press relations is of understanding what kind of material publications and other media want, and then supplying it to the extent possible. In all probability these will be a smaller group of publications that will be especially important for you.

Study these publications more carefully. Do they publish articles about specific companies or products? What seems to interest them about products? Are they interested in foreign statistics and trends, in personalities? Do they publish feature articles about whole industries, including those of foreign countries? Do their articles seem to be based on reporting (by their own staff or by outsiders) or on press releases? How is the publication divided up according to subject matter? Do they use photographs and if so of what subjects, and how do they treat them?

For the smaller number of magazines most important to us, it will pay to go a step further and get to know some of the editors and reporters.

An even better reason for developing personal relations with appropriate journalists is they will thereby get to know us. Editors of good publications do not decide what to print on the basis of friendship or in return for hospitality; their livelihood depends on publishing material their readers want. However, if an editor knows us and has been impressed with us as a serious source of useful information, he might well pause a bit longer over a press release coming from our organisation.

World Hypertension Day

decades for the condition to reach levels severe enough that symptoms become obvious. Even then, these symptoms may be attributed to other issues.

Symptoms of severe hypertension can include: Headaches, Shortness of breath, Epistaxis, Flushing, Dizziness, Chest pain, and Loss in Vision.

Basic and Optional Laboratory Tests for Primary Hypertension: Basic testing Fasting blood glucose, Complete blood count, Lipid profile, Serum creatinine with eGFR (Serum sodium, potassium, calcium), Thyroid-stimulating hormone, Urinalysis, Electrocardiogram, Optional testing Echocardiogram, Uric acid, and Urinary albumin to Creatinine ratio.

Categories of BP in Adults

Category	SBP	DBP
Normal	<120 mm Hg	<80 mm Hg
Elevated Hypertension	120-129 mm Hg	<80 mm Hg
Stage1 Hypertension	130-139 mm Hg	80-89 mm Hg
Stage 2 Hypertension	>140 mm Hg	90 mm Hg

Complications of Uncontrolled Hypertension

The excessive pressure on your artery walls caused by high blood pressure can damage your blood vessels, as well as organs in your body. The higher your blood pressure and the longer it goes uncontrolled, the greater the damage.

Uncontrolled high blood pressure can lead to complications including:

Heart attack or stroke. High blood pressure can cause hardening and thickening of the arteries (atherosclerosis), which can lead to a heart attack, stroke or other complications.

Prevention of high blood pressure

Healthy lifestyle changes can help you control the factors that cause hypertension. Here are some of the most common home remedies.

Developing a healthy diet- A heart-healthy diet is vital for helping to reduce high blood pressure. It's also important for managing hypertension that is under control and reducing the risk of complications. These complications include heart disease, stroke, and heart attack.

A heart-healthy diet emphasizes foods that include: fruits, vegetables, whole grains, lean proteins like fish.

Increasing physical activity - Reaching a healthy weight should include being more physically active. In addition to helping you shed pounds, exercise can help reduce stress, lower blood pressure naturally, and strengthen your cardiovascular system.

Aim to get 150 minutes of moderate physical activity each week. That's about 30 minutes five times per week.

Maintaining healthy weight - If you are overweight or obese, losing weight through a heart-healthy diet and increased physical activity can help lower your blood pressure.

Managing stress - Exercise is a great way to manage stress. Other activities can also be helpful. These include: Meditation, Deep breathing, Massage, Muscle relaxation, and Yoga or tai chi.

These are all proven stress-reducing techniques. Getting adequate sleep can also help reduce stress levels.

Adopting a cleaner lifestyle - If you're a smoker, try to quit.

Media relations

To engage in press relations on personal level successfully, one must bring two particularly important qualities to the job: Knowledge and honesty.

Be candid with journalists. If we have information which we are really not free to reveal, say so frankly and do not attempt to avoid the fact with evasive replies. Do not deny a story that is correct. Make a point of becoming a source of useful information for reporters. Be scrupulous about being fair with reporters. If we have a piece of news, release it simultaneously to all journals.

The most common and practical way of disseminating a news-story is by sending it to the news media in the form of a press release. Publications rely heavily on press releases, sometimes like 80% or 90% of the press releases received by the better publications are almost immediately thrown into the wastepaper basket. The main reason so many press releases are rejected is what they contain is no news at all or no news of interest and that are badly prepared. Preparations of press releases should be entrusted to a professional publicity man.

To stand chance of being published, a press release must contain news. Concentrate on preparing releases that interests of a limited number of publications which are especially important to us, rather than to send out generalised releases indiscriminately.

A daily newspaper, for example, might run a short story about the visit of a high-level trade delegation but it would not be interested in the arrival of an individual businessman or the signing of a single agency agreement. For some trade magazines, printable 'news' may be nothing more than an announcement about availability of a news supplier; a large sale, a change in prices, the appointment of a news agency or sales manager or the launching of a new promotion campaign. Whether the publication is general or specialised, the one thing it will insist on is hard facts. Vogue generalities won't do.

One technique in developing successful press releases is to give some background and interpretation to the immediate news.

The way a press release is written and set up can determine whether or not it is used by the publication. Top the release with brief head line that identifies the subject and, if possible, gives the gist of the story. Then summarise the entire story, with all the vital details, in the first short paragraph; what happened, or will happen; the names of the organisation or firm, the people and the products involved, date and time if relevant, the place. Also suggest in this lead paragraph the significance of the news. Then with simple sentences and brief paragraphs, fill out the story. Use facts and factual comparisons to impress. If possible, keep the story on one page. Always indicate where and from whom the editor can get additional information. Include also the telephone number.

Physical presentation is also important, observing the following points:-

Use paper with a headline especially printed for your press releases. The name of your organisation should also be prominent. The paper should be full typing-page size. The long 'A4' or full scape size is best.

Use only one side of the sheet.

Whatever reproduction system is used, copies should be clean and legible.

Double scape, with wide margins on either side.

Always place the date of story at the top.

No underlining.

Indent all paragraphs except the first.

No full stops between initials.

Use quotations sparingly.

If the story runs over, put 'MORE' at the bottom of each pages. At the end of story indicate source for information (name, telephone, telex, cable address, post address, email address). Photographs can make a story, or at least give it more prominence and interest. In fact, a good news picture published with a suitable caption can be of more publicity value

The chemicals in tobacco smoke damage the body's tissues and harden blood vessel walls.

If you regularly consume too much alcohol or have an alcohol dependency, seek help to reduce the amount you drink or stop altogether. Alcohol can raise blood pressure.

As mentioned earlier, hypertension is one of the major causes of several cardiovascular diseases. It becomes important to raise awareness about this as it can also prove to be fatal in some cases.

Here is a look at the importance and significance of the day:

The World Hypertension League recognised that more than 50 per cent of the hypertensive population are ignorant about their condition.

Among the estimated billion-plus people affected by hypertension, less than 1 out of 5 has it under control.

The key factors contributing to a rise in hypertensive population are unhealthy diets, sedentary lifestyle, and alcohol and tobacco consumption.

To address this increasing prevalence of hypertension across the globe, World Hypertension Day encourages the citizens of all countries to spread awareness of this silent killer and put forth measures for its prevention and control.

Key Message

Proper management can control hypertension and prevent its complications.

Effective lifestyle and drug treatments are available that could control hypertension in most individuals. Newer drugs provide better control while avoiding the side effects that have limited therapy in the past.

A close collaboration between the physician and patient is needed to optimize better health outcome.

Preventive strategies in hypertension should follow the principle of continuum of care. While improving awareness is essential, it is paramount to couple these efforts with better quality of treatment, which eventually results in the desired effect of better BP control. Only 24.9 and 37.6 per cent of those diagnosed to have hypertension in rural and urban areas, respectively, were on treatment. It is also rather unfortunate that only one-tenth of the rural and one-fifth of the urban hypertensive population had their BP under control. Initiation of any screening programme should be coupled with strengthening of the existing infrastructure to cater the large number of newly diagnosed hypertensive added to the system as a consequence of improved screening. Trained workforce, provision of good quality drugs, built-in referral systems and availability of necessary investigations for confirmation and evaluation have to be put in place. Screening has to be accompanied with treatment that is available, affordable and accessible, and also of good quality. Efforts to improve quality of care should include capacity building of health professionals to reduce therapeutic inertia as well as better follow up to ensure improved adherence.

The importance and purpose of this day is to communicate to the public the importance of hypertension and its serious medical complications, and to provide information on its prevention, detection, and management. To do this requires cooperation of health care professionals, media, volunteer organizations and government in each country.

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than 1000-word story. So consider sending photographs with press release when appropriate. Typical subjects include news products, events at a trade show, people in the news, a visiting mission. It is important to identify and caption pictures properly.

Photographs should never be clipped or stapled to their captions or to the accompanying release. Photographs are expensive to prepare and mail. You can reduce wastage by not sending them with release; instead indicate on the release that they are available. However, publications are more likely to use photographs when they arrive with the release.

Maintain a photographic library with an index system. Keep one point of each photograph, but periodically weed out those you have obviously out dated. Aim to reduce as much as possible the waste involved in sending releases to inappropriate publications. To minimize wastage, develop mailing lists according to subject matter. It is always better to address releases to specific individuals on publications.

In some countries there are public relations wire services. For an annual fee, they will transmit your releases by telex directly to publications. This is especially convenient for general releases, and can save a lot of work and even postage and preparation costs. Critically a public relations agency, to take over all the work associated with preparing and mailing out press releases.

Of necessity, disseminating press releases will be your primary means of communicating with the press. However, when the circumstances are right, staging a press conference or reception is likely to produce more published material.

Basically a press conference is a meeting of reporters at which they receive news. Refreshments may or may not be served. A reception is a more elaborate affair; a meal may be served and the programmes include several events, such as talks, a film showing, and the presentation of an exhibit. The distinction is mainly one of the degrees. Press receptions are sometimes put on with nothing more specific in mind than to create goodwill with the press. At best this is a questionable use of funds.

From the publicity point of view, staging press gatherings can be more effective than merely dispatching press releases. But you have to offer journalists a reason to take the time to come to a press event. Food or drink is not sufficient. There must be news of real interest to the publication involved, and not merely news that could have been sent in a press release. The people whom the journalists are called to meet should be willing and able to answer questions. A press reception should be a standard part of publicity for trade missions and exhibitions.

The programme for a press conference can be quite simple, a brief introduction by the host, a prepared announcement or statement by the main speaker (or speakers), question period, and perhaps a fairly brief referencing, the period during which the reporters can chat informally with the speakers. Always remember that reporters are busy. Start promptly, and keep talks fairly brief. You should brief the speakers and other participants on the purpose, the programme, which publications are expected to be represented, their interest and the likely direction of questions. The timing of press meet can affect the resulting coverage. You will have the best chance of drawing the journalists you want if you stage the affair during business hours (including the lunch hour) and perhaps up to one hour later. For the morning newspapers, the best time of day is around mid-day, and for the weekly and monthly journals, late afternoon. It is best to keep press reception for the press and not to invite others as well. Invitations should be extended to individual journalists, not simply to their publications. Be sure to include the following information on the invitations: (a) The host, (b) Purpose, (c) Day and date, time and place, (d) The nature of the hospitality, (e) Signify, as with 'RSVP' that you would like a reply, and the name, telephone number and address, to be used for replying.

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