

## NECESSARY STEP

Looking into the loss of lives in the Valley, one can say that the decision taken by the J&K administration with regard to posting Kashmiri migrants employed under the Prime Minister's Special Package and other employees belonging to the Jammu division in secured locations in the Valley by June 6 is the most necessary one. Had the government taken this decision a little earlier the precious lives of lady teacher Rajni Bala and Kashmiri Pandit employee Rahul Bhat could have been saved. The government has to take many things into consideration before making such decisions, therefore gauging the situation without knowing the ground reality is not fair. The LG Manoj Sinha's administration has taken a prudent step in relocating all the KP employees to safer places in the Valley and therefore those who are protesting against the government should end the same at the earliest because such things create hurdles in the functioning of the government as attention gets diverted which at present the government cannot afford. The vital decision came after a series of targeted killings of Hindu government employees by terrorists in Kashmir and fears of their exodus from Kashmir. The reports surfacing from the Valley are telling that the government will ensure that no employee should work or reside in isolated areas or in a scattered manner. The mechanism has been established to give priority to KP employees posted in the Valley as far as their complaints or grievances are concerned but what is more important is to provide adequate security to such employees who can be the targets of the terrorists in the coming time. It is advisable that government should relocate such employees in clusters where security forces can provide robust security and there is no fear of any kind of terrorist attack. Of course confidence-building measures must be taken to ensure that the employees feel secure. Besides during the office hours, the security should also be geared up at the places where such employees are residing as the government cannot take any kind of risk by leaving the KP employees without security. The government should also look after the security of other communities living in the Valley as target killings were not limited to KP employees only.

## CORRECTIVE MEASURES REQUIRED

Where on one hand, the ongoing development spree initiated by the union dispensation to ensure development of the Union Territory is going on unabated and several new initiatives are being taken on almost daily-basis to further accelerate the process across the length and breadth of J&K, but it has been observed that there are several issues, which though quite minor for the administration, have been left unattended thereby causing several hardships for the masses. One such major issue is the condition of roads and other stretches in both the regions, which are causing numerous problems for the people in both the divisions. In the erst-while state of Jammu & Kashmir, earlier low-quality raw-material was used to carry out development works like construction of roads, which were not able to bear the wrath of the weather vagaries and need repairs every year. Although, after the formation of Union territory, a number of new roads and highway projects were started in every part, using quality raw-material, maximum of which are near completion, there is a need to initiate repair works on the existing infrastructure, especially in twin capital cities. It is not that the administration is not interested in carrying out repair works of old existing roads and focussing only on creation of new infrastructure, but there are few hurdles which are hampering the works. Earlier there was a lack of accountability and transparency in the official system and several blue-eyed persons used to avail benefits due to patronage of politicians and some senior officers, but the present Government has kept a check on all such activities and taking stern actions against all those found indulged in such anti-people activities for gaining monetary benefits. In this regard, the administration has now halted the process to renew cards of many contractors and hot-mix plant operators by the PW (R&B) department and introduced several new conditions for the same so that only genuine and deserving candidates can get the same. As per reports, due to delay in renewal of cards, the repair works of roads are hampering. Looking at the hardships faced by people, the administration should initiate some measures to expedite the process so that the roads can be made fit for the commuters, especially tourists who visit the Union Territory from various other States, Union Territories and even abroad.



OFF 'D' CUFF

### How to Build a Better Society

demonstrating on the streets. It is brought about by changing people at the intellectual level. Social change, after all, is an issue not of street activism, but of intellectual activism. The only way, therefore, to effect social change is through education, both formal and informal. This method would appear to be a very long-term one, but according to the law of nature, any result, if it is to be substantial, can be achieved only by giving the matter a great deal of forethought and then planning accordingly. Short-term planning can seldom produce any satisfactory result. And if we follow any other such self-styled method, we shall inevitably fall far short of achieving the desired outcome.

The truth of this is demonstrated by nature. In order to grow a cucumber plant, nature requires only few months. But, for it to grow a full-sized oak tree, it needs more than a century.

Social construction, or nation building, is like growing oak trees, not cucumbers. If we set about this task in the right way, a time will come when nation building will reach a pinnacle of success. However, if we do not adopt the right method, then even after putting in thousands of years of effort, we will not be able to achieve our target.

**Manulana Wahiduddin Khan**

We are living in a world of corruption. This is a distressing state of affairs, and there are few who do not long to have a corruption-free world. This, without doubt, in itself is a worthy desire, but it can be fulfilled only if the evil is rooted out in the right way. The wrong course of action will not lead us to our goal.

Many people, both political and non-political, are very much taken by the idea of raising their voices against social evils. They think this is the way to go and every day there are multiple examples of their preoccupations. Some hold forth from the stage, some protest on the streets, some organize paidal-yatras (journeys on foot), while others try to get results through the ballot box, and so on. The purpose of all is common, that is, to raise their voices against social and political evils. But here is the problem: such methods have been resorted to for more than half a century, without there being any appreciable outcome. It is like lavishly sowing seed to produce a splendid crop, but getting absolutely no yield in return.

Why have such sustained efforts failed to produce any positive results? The reason is very clear: Social change cannot be brought about by

## Revolutionizing Entrepreneurial World

# J&K Govt encourages startups, fosters innovation ecosystem

Jammu and Kashmir administration is working to encourage startups and foster innovation thereby creating job opportunities in abundance besides raising economic graph of the Union Territory.

Endeavoring to accomplish this stupendous task, J&K government is focusing on sectors such as food processing, agriculture, renewable energy, handicrafts and handloom by vigorously promoting startups in these vital sectors.

Lieutenant Governor, Manoj Sinha, during his address to National Academia-Industrial Conclave at Islamic University of Science and Technology (IUST) said a strong Academic-Industry collaboration will bring a meaningful change in the private and public sector. Besides, this will provide an opportunity to promote innovation, work on new model of IEC-Innovate, Evolve and Commercialize the relevant technology, building new knowledge to meet the needs of future world, he added.

Terming startups as game changer towards economic growth, Sinha said that the government is determined to provide incubation and seed funding support to brilliant ideas and solutions.

"Our aim is to build a strong ecosystem for nurturing innovation and startups in J&K and the synergies between industrial and academic establishments will encourage and empower young innovators and boost private investment in startups, he added.

Divya Gandotra, hailing from Jammu, is successfully making her career as an entrepreneur at national level. She at a young age founded Scoop Beats Private Limited and

Soulbeats Studio LLP. Money Control.com featured her on Children's day under Top Young Indian CEOs. She has also been appointed as Member of Media Advisory Board at Krypto (Inventphile Ventures Private Limited) with holder of an equity share.

Divya says 'she is currently working on 12 Startup projects which included an ED Tech Startup and Few Plugin Tools.

The startup revolution has now started in J&K, the start-ups under Aroma Mission being the best starting points under it, creating household names in India like Bharat Bhushan, the brand ambassador of Aroma Mission in India who not only doubled but quadrupled his income only in few years.

Startups ecosystem in J&K is turning youth of J&K into job providers rather than the job seekers. The ideas of young minds are heard, polished, funded and handholded by the government agencies under the guidance of Lieutenant Governor, Manoj Sinha. The creation of industry innovation clusters by the government is encouraging youth to choose their own destiny and become role models for younger generation.

The center for Innovation and Economic Development (CIED) provides young innovators an opportunity to turn their startup ideas into reality.

Recently, Union MoS, Dr Jitendra Singh, while addressing a mammoth public rally in North India's first Industrial Biotech Park at Ghatti, said the utility would act as hub for incubation of new ideas and a robust platform to support the agri-entrepreneurs, startups,

progressive farmers, scientists, scholars and students not only from Jammu and Kashmir and Ladakh but also from nearby states of Punjab, Haryana and Himachal Pradesh.

Dr. Singh said that the biotechnology park at Kathua has a potential to produce 25 start-ups in a year which will be among its great contributions to this region.

To enable the startup ecosystem and create awareness, outreach and scouting of startups, Startupjkk.com has also been made live.

Startup JK is a one of its kind online platform for all stakeholders of the startup ecosystem in J&K including startups, investors, mentors, incubators, accelerators, aspiring entrepreneurs, service providers and government bodies. It not only provides an opportunity to connect with other members of the ecosystem but also gives access to important resources such as its Learning and Development program, information about relevant government schemes, a forum to brainstorm and discuss issues, news and blogs among others.

A Srinagar based Logistics tech platform headquartered in Srinagar, FastBeetle, founded by Sheikh Saimullah and Abid Rashid recently become the first Kashmiri startup to raise \$100,000 in a pre-series, a funding round led by a clutch of angel investors including Sandeep Patel from Nepra, entrepreneurship evangelist Saurabh Mittal, Vikram Sanghvi, Rohit Qamra and a few non-resident Kashmiris. Existing investors Kartikeya Desai and Anuj Sharma also participated in the current round. The Fast Beetle has 70,000

users across Kashmir who receives food items, medicines, toys, merchandise etc through the company.

In February 2022, Jammu and Kashmir became the first UT to be integrated with the National Single Window System (NSWS) with the launch of J&K single-window portal. The NSWS is a one-stop digital platform that allows startups, companies and investors to apply for various pre-operations approvals required for commencing a business in India. It makes the business registration process easier allowing the beneficiary to get significant approvals online, without having to run to government offices.

Another startup "Gatoes" founded by Jibran Gulzar has on board 1450 startups which deliver groceries and other items to households across Kashmir making it the largest startup of Jammu and Kashmir.

Recently, JKTPO sponsored 15 startups from J&K at the India First Startup and Conclave 2022' being organized at Hotel Le Meridian by All India Council for Robotics and Automation (AICRA).

JKTPO is J&K government undertaking incorporated as a Joint Venture of Government of J&K, Indian Trade Promotion Organization (ITPO) and Export Promotion Council for Handicrafts (EPCH). Among the startups were Espa Learn Private Limited and Espa Fee Private Limited. ESPA Group of Companies had three unique startups in the event including ESPA Learn Private Limited, ESPA FEE Private Limited and ESPA Lines Private Limited.

## A book beyond imagination: ‘Old Age is a Boon and not a Curse’

■ MAHADEEP SINGH JAMWAL

When we speak of love, positivity, life, and happiness and try to sneak into older people's thoughts, hardly we find any book that is a true mirror of those (Oldies) who are still assets in our homes and communities. Traversing through the books made for older adults is a sort of workshop on how we conceive the life in our stage considered to be old age. It is gracious to have old people full of vitality and endowed with wisdom in our society. But it is also true that all oldies are not sailing in the same boat and old age is a boon for all oldies but for many oldies it is also a curse. It's important for older people to record their own thoughts and memories, not just for stories, but for guidance and practical advice for living.

A Recent collection of such older people's view point focusing the much needed reflection of their thoughts on the subject 'Old Age is a Boon and not a Curse' by I D Soni, Former State Commissioner, J&K 'Bharat Scouts and Guides' and presently President 'Home for the Aged and Infirml', Ambphalla, Jammu and compiling them into a Book, and released on 27th May 2022 at Jammu is not just a treasure trove for all the age group that may be young, growing old and oldie but blueprint for Government, social organizations and many NGOs in the field caring for oldie. The contents of each writer are guidelines for making policies about oldie.

While suggesting to the oldie, Dr. Ashok Bhan, IPS, Former DGP, in his write up says 'We must learn to shed the baggage of the past, both mental and physical, forgive those that may be in your view having hurt you in the past. Start a fresh innings with them.'

K B Jandial, IAs, says 'When you

come to old age, all the longings are over, a whole experience of life is beyond you and you are once again childlike, but you have the wisdom of experience of life. Old age can be a very fruitful and wonderful part of your life, but unfortunately most of our human beings suffer in their old age, simply because they don't take care of their rejuvenation process properly.'

D K Vaid, KAS (Darshan Darshi) is of the view: 'The cultural concepts of society or community, plays a great role in their value system which, in turn, gets reflected in its behavior towards its elders. --- Ageism has two distinct targets - one is 'Others' directed ageism' which means that others think the older people to be slow or less productive. It is the second one called 'Self directed ageism' which could be more harmful, but is completely. 'He suggests 'Life is like riding a bicycle. To keep your balance, you must keep moving'.

Yoginder Koul, IPS in his write up suggested 'We the aged should avoid negative approach and strive to always think positively and never give up hope. Much better days are ahead. Fruits of reducing the gap between the generations will surely be rewarding. Old generation only can be the vital bridge between generations and they have a very crucial role to play in the society'. A former IPS officer Johnny William is of the opinion that 'The greatest blessing of aging is that, there is a perception, to savour life. Like the fresh fragrance, old age does not happen abruptly. It is wise to prepare for old age, which is very important! It means, being financially secure, to have medical contingency, money for small mercies. For travel, it is only possible, when in the journey of life, there has been wise planning. It does happen, a disaster, when you fail on this front and become a burden on children.'

## Pedal your way to a fit and healthy lifestyle

■ VINOD CHANDRASHEKHAR DIXIT

3rd June is celebrated as the World Bicycle Day. It is designated as an official United Nations day to spread consciousness about the benefits of using the bicycle in order to promote health, better environment and sustainable development by bringing people together for a common cause. The idea behind World Bicycle Day is to recognize the versatility and uniqueness of the bicycle, as well as its reliability and sustainability as a mode of transportation.

We all are aware that the bicycle is a mode of transport that is affordable, environment friendly, reliable and is an uncomplicated sustainable means of transport. History of Cycling Once the first bicycles were made, people wanted to know how fast they could go.

In 1817, a German named Baron Carl von Drais made one of the first bicycle called the running machine. This machine allowed people to move around with a faster speed and an increased range. Bicycles are traditionally thought of as the transport of choice for students and people who cannot afford a car. However, bicycles are fast becoming "the new golf" for the wealthy.

Unfortunately, many people think bicycles are for kids and often overlook the positive physical and psychological health benefits of cycling.

For a long time now, the bicycle has been recognised as a sustainable mode of transportation that is simple, affordable, reliable, clean, and enhances urban mobility and access.

Cycling has been proved to be one of the most effective exercises, to shed off those extra calories and get rid of flabby abs. Even a small amount of cycling can prove to be good enough to boost your metabolism level, thereby fastening your weight loss program.

It minimizes the risk of coronary heart disease. Essentially an aerobic exercise, it gives your heart, blood vessels and lungs a workout, thereby reducing the risk of heart problems.

It raises your heart rate and gets the blood pumping round your body, and it burns calories, limiting the chance of your being overweight. Cycling enhances the overall fitness level of a person. It makes you breathe deeper and perspire more, thereby leading to a feeling of enhanced body temperature. Doctor

Jagdish Chander Arora, Educationist & Social Activist writes 'Which age or time of life is exactly the old age? This again is a ticklish solution and may come at different times for different people. You are not old as long as you are alert and active and enjoy taking part in everyday activities with vigor and zest, don't feel tired or depressed and have a strong will to work hard.'

Every writer finding space in the book has valuable suggestions for older people as how to perceive and take the concluding stage of life. There is well deserving inspiration to the next generation about their responsibilities towards older people. So far my views on the subject 'Old Age is a Boon and not a Curse' finding space in the book are concerned, I am of the view, old age is a pleasant time; children are grown, retirement from work, time to pursue interests. Many are also willing to get involved in community and activist organizations to promote their well-being and when there is also due care from family members and no health issue, the old age for such persons is 'Boon'. But when health and the family structure are not supported, old age is a curse for such people. In Bhagavad-Gita it is stated that man may, by scientific advancement, improve the temporary living conditions, but that he cannot avoid the pangs of old age.

In conclusion, I cannot part away without mentioning the tips for older people by the compiler of the book 'Old Age is a Boon and not a Curse' and that is the crux of making old age a boon: How to begin the day. Observe Silence. Adjust with people. Accept reality. Have tolerance. Avoid the useless. Have introspection at all levels. Dedicate to the sense of repentance. Have a full faith in God. Have a compassionate & kind heart.

also advises that a few miles of cycling per day assure trimmer and toned muscles. This is because our upper thigh muscles, backside and calf muscles all get to workout.

The resolution of World Bicycle Day lay emphasis on uniqueness, longevity, and versatility of bicycle, which has been in use for the last two hundred years. Cycling not improves health but also contributes to a pollution-free environment. Besides, it aids in weight loss, improves postures, reduces stress. In most of the cities, many people have started using vehicles to get to their offices and most likely spend the whole day seated, working. In most busy cities there are cycle lanes so even if there is heavy congestion, you don't have to get stuck in the middle of it. As a result it is a much more relaxing way of commuting to and from work and you don't have to worry about hours of journey time being added onto your journey if you get stuck in major traffic.

Simply cycling to and from work or to the shops everyday is enough to keep you happy and healthy. Don't we think everyone should embrace cycling to achieve the required level of physical exercise?

## Milk: Source of nutritional and socioeconomic empowerment

■ DR. NEELESH SHARMA AND DR. SANDEEP KOUR

India is blessed with rich population of livestock and stands at 1st position in the world in milk production. This is reflected in the fact that the total livestock population of India is 535.78 million with 192.52 million cattle and 109.85 million buffaloes. Livestock provides livelihood to two-third of rural community. Animal husbandry is the backbone of socioeconomic status of farmers as it provides an additional and steady income throughout the year. It provides employment to about 8.8% of the population in India. Further, it contributes 4.11% GDP and 25.6% of total Agriculture GDP. The livestock farming is an important socio-economic activity in Indian agriculture, as milk is the second largest agricultural commodity contributing to GNP (Gross National Products). It has provided livelihoods to millions of the poorest in our country and for many it is the sole source of livelihood bringing cash into their hands, twice a day every day of the year. It is the single largest agricultural commodity contributing 5% of the national economy. Milk is a significant source of both energy and protein, including many essential amino acids lacking in carbohydrate-based diets. Milk also contains many essential micro-nutrients, such as Vitamins A and D. Increased milk consumption is therefore assumed to improve nutritional outcomes for households. Recently, Prime Minister Narendra Modi stated that India produces milk worth Rs 8.5 lakh crore annually, more than the turnover of wheat and rice, and underlined that small farmers are the biggest beneficiaries of the dairy sector. In 2018, India produced 186 million tonnes of milk which was 22% of that year's global total milk production of 843 million tonnes, according to the UN's Food and Agriculture Organization (FAO). The milk production has gone to 187.7 million tonnes in 2018-19 from 92.5 million tonnes in 2004-2005. Milk output grew 5% over 2017 levels in India, while it was just around 1% in the European Union and the US. The annual growth rate of milk production has increased from 3.74% in 2009-10 to 6.47 % in 2018-19. This growth is expected to sustain in the coming years; the Niti Aayog says India will produce 300 million tonnes of milk by 2022.

Further dairy sector is important economic attribute in UT of Jammu and Kashmir. The total livestock population (cattle and buffalo) of UT is 31.45 lakhs (20th livestock census) comprising 20.04 lakhs for Jammu region and 11.41 lakhs for Kashmir region. The total daily milk production of J&K UT is 70 lakh litres out of which Jammu division shares 30 lakh litres and Kashmir division shares 40 lakh litres. The milk production of J&K UT in 2013-2014 was 1614.67 thousand metric tonnes and it has increased to 2540.11 thousand metric tonnes in 2018-19. The per capita availability of milk is around 394gm day in 2018-19 from 233 gm/day in 2004-2005. The average yield per animal has increased to 7.91 kg per day in 2018-19 from 5.65 kg/day in 2013-14. In order to supplement this production & generate employment in the sector; the government of UT has launched various schemes under UT CAPEX for inclusive development of livestock sector which includes integrated dairy development scheme. The scheme aims to provide 50% subsidy with fixed ceilings for establishment of dairy units, establishment of Milk collection/chilling/processing unit, establishment of market infrastructure including milk ATMs, establishment of milk transportation system etc. In order to increase milk production/productivity in cattle and buffaloes, breeding infrastructure/services have been strengthened by increasing Artificial Insemination coverage from existing 29% to 70% through implementation of CSS- Rashtriya Gokul Mission in the UT targeting 100% coverage of breedable bovines under Flagship Scheme Nationwide AI Program Phase II with free of cost Artificial Insemination service at farmers doorstep. Dairy sector has been recognized by the government as one of the growth engines of the Indian economy. Growth in human population, urbanization and changing lifestyle in the country have led to increase in demand for livestock products. Milk consumption is rising across the globe due to rising economic prosperity, relative cost advantage, evolution of fast-food chains leading to broader acceptability and with milk and eggs being a high nutrition value, affordable and quality source of animal protein. To improve the milk production and productivity of dairy animals, Central and State Government has taken initiatives through implementation of various dairy development programmes over the years. Provision of necessary infra structural facilities would provide the necessary impetus for the dairy farmers to pursue value addition and dairy processing activities and thereby increase their income by several times. Hence serious efforts should be taken by the government to create these facilities gradually so as to capture the momentum. The United Nations' Food and Agriculture Organization (FAO) designated June 1st as World Milk Day in 2001.

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