

CYBER CRIME

Cyber crime is a criminal act that is carried out through the Internet using computer equipment or any other smart devices.

Hackers or criminals have different motives for committing this crime. They can do this to harm a person, an organization or even a government. Many examples of cyber crime include fraud, identity theft, cyber stalking, virus to destroy the system.

Government should make some rules to prevent cyber crime and common people should also take precautions. Even many educated and full of knowledge persons also indulge in such activities.

If we discuss at the individual level, the affected people are still trying to recover the loss. Some even chose the option of committing suicide. The loss of money and any data that is confidential renders the person helpless and leaves him in a painful situation of life.

In the present scenario, cyber crime has become the most prevalent crime committed through internet. That's why we should take some measures to avoid such crimes. Vigilant behavior and following security protocols are only a helpful tool that can curb the incidence of cybercrime to some extent.

Professional pathways in World of fashion

DR ROOPAK VASISHTHA

Fashion is a constantly evolving process of selecting, adopting, and changing what we wear. Factors such as people, events, society, economy and technological changes influence the fashion industry. In recent years, the fashion and apparel design industry has experienced rapid growth, making it one of the fastest-growing professions in India. The fashion industry has expanded into a vast sector, catering to domestic and export markets. With a multi-crore turnover, India's fashion industry is experiencing significant growth.

The ever-increasing demand for innovative designs that can be commercially viable in the export market has created a strong need for qualified fashion designers. Fashion design offers endless opportunities for those who excel at it. If a person can establish a reputation in the industry, their status and income will increase. Furthermore, exposure to the global fashion industry can also broaden horizons, especially for those who get inspired by the West and replicate it in their collection.

With the rise of Beauty Pageants, Fashion shows, international labels, and a growing fashion-conscious consumer, Fashion designers have ample opportunities to showcase their talents. In addition, enterprising individuals can set up manufacturing or export units, providing significant financial benefits. Alternatively, lucrative job opportunities exist in the Apparel Industry.

Fashion Merchandising: Fashion Merchandisers are mainly responsible for sales & marketing. An individual must study past and current sales data and analyse future trends. To meet market demand, they must gather buyers' requirements and collaborate with the designer and the production team to develop the desired product. One must possess knowledge of fashion trends, textures, materials, colours and a good understanding of market demand and production processes. Analytical ability and communication skills are also essential.

Visual merchandising is a new career field that emerged with the increasing popularity of window and floor displays. Visual merchandisers focus on creating impressive window displays, shop floor merchandise planning and overall aesthetics. They can find employment with fashion boutiques and shopping malls or work as shop floor managers. They can also freelance for window displays at exhibitions, fairs, and other places.

Fashion Journalist: As in charge of a fashion magazine, the fashion journalist is responsible for informing the general public about the latest and future fashion trends. They must have excellent taste in fashion and keep up-to-date with the latest fashion news, consumer preferences and buying trends, fashion shows and current trends in colour, design, and fabric. Today, fashion journalism has a bright employment scope due to the need for the latest information and knowledge, with an increase in public curiosity and the development of the fashion industry.

Fashion Photography: Fashion photography is a highly creative and well-paid profession that requires a keen eye for aesthetics and detailing, comprehensive knowledge of cameras, and technicalities involved in capturing light, distance, and perspective to achieve success. In addition to being inventive and able to conceptualize and communicate ideas effectively, a fashion photographer must also be sensitive to the models and their moods and be able to convince them. One can pursue freelance opportunities or work with fashion houses, designers, fashion journals, and newspapers.

How to become a professional in fashion design?

The fashion industry requires a visionary mindset to anticipate market trends and stay ahead of the competition. Qualifications may not be as crucial in the creative field of fashion design as talent and creativity. Styles and tastes evolve constantly, and a skilled designer must stay current and offer consumers the latest and greatest. To succeed in design, you must possess a natural talent for creativity, be eager to learn, have a vivid imagination, excellent manual dexterity, superb organizational skills, a keen sense of colors, textures, and style, and good business acumen.

In the realm of design, fashion is a business and not an art form. Contrary to common belief, fashion design does require a certain level of technical knowledge regarding different types of fabrics and materials, including their suitability for various weather conditions, durability, and wearability. Production facilities and costs also need to be considered. The apparel industry has various career opportunities, including design, production, merchandising, and marketing.

Fashion Designing: Fashion Designing encompasses the creation of new styles and products for clothing, apparel, and accessories. It involves the development of original designs or the adaptation of fashion to suit local conditions, trends, and the preferences of buyers. The responsibility of approving final samples before production falls on the designer. They begin the design process after conducting thorough market research, which involves understanding clients' or consumers' needs, the changing trends and budget.

Accessory designers specialize in designing shoes, bags, scarves, jewellery, ties, and other accessories.

Fashion Stylist: The role of a fashion stylist is to organize the entire wardrobe for a fashion show or program that promotes the sale of products. As part of this role, one must ensure that the model's attire, accessories, makeup, hairstyle, and even nail polish colour are all well-coordinated to match the show's theme and overall aesthetic. Occasionally, a stylist may also participate in the fabric selection process. To excel in this role, a fashion stylist must deeply understand industry trends and current fashion styles.

'Wayil Bridge' emerges as vital link between Kashmir, Ladakh

The first semi-arch 'Wayil Truss Bridge' on Srinagar-Leh National Highway in Ganderbal district of central Kashmir has emerged as vital link between Kashmir and Ladakh which has significantly helped the J&K administration in easing journey on the highway.

The people have expressed high appreciation to the UT government and all other stakeholders for establishing this unique engineering marvel in the region.

According to bridge experts and engineers at World Bank funded Technical Assistance and Quality Audit Control (TAQAC), the construction of this prestigious bridge was sanctioned under the World Bank funded Jhelum and Tawi Flood Recovery Project (JTFRP) with a cost of Rs 23.79 crore.

Assistant Executive Engineer JTFRP, Showkat Ali Shah, who was instrumental in conceptualizing the bridge, said that it was heartwarming to see the project proving to be a boon for the people who are reaping the benefits.

Recollecting his ideation days on the project, Shah said that he along with TAQAC technical staff went to several places across the country to understand several other technical nuances about this kind of the project. He said that project has undergone three-tier quality checks including environmental, civil and mechanical which make it safe project.

"This is a very strategic road. People of this area have been facing lot of issues due to lack of a vital link. This bridge will be instrumental in giving a big fillip to development profile of Kashmir," Shah maintained.



"This bridge (Wayil) spans over 110 meters and weighs over a 700 metric tons mild steel for super structure," he said, adding that "before this all attempts to construct the bridge at the spot on the same foundation pattern were left halfway.

The construction of the bridge was a long pending demand of the locals as well as the travelers as it is the only main link connecting Srinagar with Leh.

"This was our long pending demand from last many years. The pending works of the bridge used to create lot of traffic chaos in this part. Not only the locals were suffering, but the pilgrims, yatriss and tourists visiting various areas here have to bear the brunt," said, Mushtaq Ahmad, a local from Wayil, Ganderbal.

"We are highly thankful to the dedicated engineers and officials of JTFRP who have been part of this project. This has brought a new lease of life for a population of around 4 lakh. This marks the

beginning of new dawn in Kashmir with development on top priority of the government," he added.

Local stakeholders have also lauded the government saying that the construction of permanent bridges over nallah Sindh at Wayil would now ease the traffic snarls due to which the commuters, travelers and pilgrims were facing inconvenience.

After the Wayil bridge in central Kashmir's Ganderbal district was thrown open for traffic, it has brought much relief to the motorists and commuters. The enhanced connectivity brought about by the Wayil Bridge will undoubtedly boost tourism and pilgrimage activities in the area besides bolstering the local economy.

Lieutenant Governor, Manoj Sinha, has expressed satisfaction with the successful completion of the project and the positive impact it will have on the lives of the people.

"The Wayil Bridge is not just a struc-

ture of steel and concrete, but a symbol of connectivity, progress and convenience.

It will pave the way for enhanced trade, tourism, and overall socio-economic development in the region," Sinha said.

"We have done our best to put everything in best possible way technically. This bridge has become an engineering marvel so far. We are hoping this brings much relief to the people and the commuters," bridge engineer (TAQAC), Abid Braroo, informed.

The Wayil Bridge, has been constructed using a unique combination of truss and arch bridge elements and girders, is poised to alleviate the longstanding challenges faced by the commuters in the area.

It replaces the old single-lane bridge, which often led to traffic congestion and delays. With its enhanced capacity and improved infrastructure, the bridge has become a crucial link for the people of Ganderbal, facilitating smoother travel and reducing travel time significantly.

Pertinently, the Wayil Bridge stands as a testament to the government's commitment towards improving infrastructure and connectivity in the region. As its importance reverberates through the hearts of the people of Ganderbal and beyond, it symbolizes a brighter future of seamless travel, economic growth and prosperity.

With the Wayil Bridge spanning the gushing waters of Sindh Nallah, the gateway to progress and development has been flung wide open, inviting new opportunities and forging stronger bonds between communities.

India Transformed: Modi Government Completes Nine Eventful Years

KIRAN MAZUMDAR-SHAW



It is time for us to realize that we're too great a nation to limit ourselves to small dreams. We're not, as some would have us believe, doomed to an inevitable decline. I do not believe in a fate that will fall on us no matter what we do. I do believe in a fate that will fall on us if we do nothing. So, with all the creative energy at our command, let us begin an era of national renewal. Let us renew our determination, our courage, and our strength. And let us renew our faith and our hope. We have every right to dream heroic dreams."

The above quote from former US President Ronald Reagan resonates with how it is India's time to dream big.

When Narendra Modi took the Prime Minister's office nine years ago, India's slow economic growth, high unemployment and high fiscal deficit were similar to those of the US in the 1980s. Under the leadership of PM Modi, the government implemented several transformative initiatives that have impacted the lives of all sections of Indian society to take our great nation to greater heights.

Transforming Healthcare As someone involved in the healthcare, pharmaceutical and biopharmaceutical industries, and as an entrepreneur myself, I believe that one of the standout areas of this administration is its commitment to building a better and more resilient national healthcare system.

When the whole world was struggling to cope with the COVID-19 pandemic in 2020, India was able to effectively tackle the deadly virus through decisive leadership, proactive planning, and innovations such as the Aarogya Setu and CoWIN apps. As a result, India not only successfully administered over 200 million vaccines to over 90% of its population, but also reached out to various other countries, sending vaccines as part of the Vaccine Maitri initiative.

In the last nine years, the Modi Government has built a digital platform for healthcare that aims to deliver healthcare to all. eSanjeevani, the Government's innovative telemedicine service, helps people reach specialist doctors in major cities without leaving their homes. This is a great help for the elderly and those living in remote areas with inadequate medical care. It also allows day labourers to consult without fear of losing their wages. Over 120 million patients have accessed quality health services remotely via eSanjeevani till date.

Under the Jan Aushadhi Pariyojana, the Government is providing high quality, generic medicines, that are equivalent in quality and efficacy to expensive branded drugs, to the masses at affordable prices through dedicated stores. India sold generic medicines worth over \$160 million in the fiscal year 2023.

The Ayushman Bharat Yojana is playing a crucial role in creating a healthy and productive new India through its network of over 1,54,000 health and wellness centres, as well as providing insurance cover to the economically weaker sections of the society. Nearly 220 million citizens of India have benefited from this mega health insurance scheme.

Spurring Entrepreneurship Another great change that I have noticed as a business-woman is the evolution of the country's entrepreneurship landscape over the past nine years.

Today, so many dynamic young people are finding innovative solutions to our everyday problems. This is only possible thanks to highly-targeted Government initiatives such as 'Make in India' and 'Start-Up India'. Political leadership has played an important role in India's transition to a pro-business nation. The number of start-ups has grown from just around 350 before 2014 to more than 90,000 in 2023 with over 100 unicorns, according to latest Government data.

It's great to see the Prime Minister himself applauding the nation's youth, their ideas, and their achievements, which has been a great source of inspiration for many others who want to make a difference to society but are afraid of the risks involved. Today, the youth of our country are no longer afraid to plunge into nation-building and are transforming India as

a hub of innovation.

In fact, the business-friendly changes in the country's laws and regulations have improved infrastructure such as roads, air connectivity, etc., which have helped India Inc.

Today, many multinational corporations are looking to India as a promising destination for manufacturing. Both foreign direct investment (FDI) and exports have increased tremendously in the last nine years. India has been ranked among the world's top 10 largest recipients of FDI and received highest-ever inflows worth US\$ 84.8 billion in FY22.

Championing Social Reforms Another important achievement, I believe, lies in women's empowerment. The Beti Bachao Beti Padhao program has changed the whole perception of Indian society towards their daughters.

Today, the birth of daughters is being celebrated, and women are making India proud in each and every field, be it sports, science, entertainment, defence, or aviation.

I believe, this is a big achievement, not only for this Government, but for each and every Indian woman.

Over 408 million women have become self-reliant thanks to the MUDRA loan project for small and micro enterprises. The Ujjwala Yojana has helped as many as 96 million women from the most underprivileged sections of society get access to LPG (Liquefied Petroleum Gas) at subsidised rates. This scheme is saving millions from acute respiratory illness resulting from indoor air pollution caused by unclean cooking fuel.

Conclusion In these nine years, PM Modi's policies have boosted India's global standing, attracted substantial FDI, strengthened infrastructure, spurred investment in technology, and created huge opportunities for entrepreneurs. Today, India is the fifth-largest economy which is growing twice as fast as the world economy. Under his visionary leadership, India has transformed into a more confident and self-reliant nation that is untethered from its rich cultural heritage and historical legacy.

(The writer is an Executive Chairperson, Biocon Ltd. and Biocon Biologics Ltd.)

Kisan Sampark Abhiyan reaches out to over 2 lakh farmers in 1873 panchayats of UT

Daksh Kisan, Kisan Sathi becomes major attraction for farmers

With just seven rounds completed, Kisan Sampark Abhiyan has reached out to more than 2 lakh farmers of Jammu and Kashmir.

The programme, which still has 12 more rounds to go till 31st August 2023, has sprung surprising number of famers who are converging at the venues to listen and watch to what is going to be most pragmatic programme ever envisaged in agriculture and allied sectors not only the UT but in whole of the country.

A turning point in the history of agriculture sector is being witnessed in the UT of J&K through two major initiatives, Daksh Kisan and Kisan Sathi. Daksh Kisan is a first of its kind online hybrid skilling programme designed exclusively for farming community. Over 27000 farmers have been registered under Daksh Kisan Portal till now and around 8000 farmers have been enrolled in skilling course of their choice.

To add to this, around 2000 farmers have already progressed to advance level of completion of the online skilling course.

Daksh Kisan is a Learning Management System (LMS) for skill development of the farmers. A first of its kind in the country, Daksh Kisan, has been developed by Agriculture Production Department, where 121

skilling courses as per the agro-climatic zones of the J&K UT are available for free to the farmers. A simple scan of the QR code at the back of pamphlet provided to farmers during Kisan Sampark abhiyan takes the farmer to Daksh Kisan Portal where he can register for free and undertake any skilling course of his/her liking.

The video lectures under the LMS are available in Kashmiri, Urdu, Dogri and Hindi and textual material is available in Hindi Urdu and English. Besides, specialised modules on business development and financial management have also been included to ensure that the farmers are not merely trained but become a skilful entrepreneur. After completion of online courses, the farmers shall be sent for 5-7 days to Krishi Vigyan Kendras in their respective districts for practical hands-on training in their chosen skilling course.

On successful completion of the skilling course, the farmers shall be provided Certificates by SKUAST J&K.

Farmers have particularly shown great enthusiasm in Kisan Sathi- the IT Dashboard of the schemes under HADP, developed by APD. A simple scan of the QR codes on the pamphlets provided to farmers during the Kisan Sampark Abhiyan takes the farmer to the Kisan Sathi Portal where he can register easily

and there is no need for visiting any office for applying under any of the schemes. A total of 5735 farmers have registered themselves under the Kisan Sathi Portal and more than 3000 online applications have been received till date from farmers under various schemes, of which, 11 applications already stand approved and rest are at various stages of processing.

A baseline survey/skill gap study of farmers is also being carried out simultaneously during the Kisan Sampark abhiyan. The data of around 1.92 lakh farmers has been captured till date using IT tools.

Baseline analytical tools are being deployed using AI to ascertain the state of agriculture in the UT, which shall be of immense help to planners to devise suitable interventions for having a holistic development of Agriculture and farmers in the UT.

All this has been made possible due to massive outreach of the Kisan Sampark abhiyan which was launched on 24th April 2023. A total of 1873 panchayats across all districts of the Union Territory have been covered till date under the abhiyan.

The Orientation programme is being organised simultaneously across all the districts of the UT. The programme has been designed to be conducted on first

three days of every week. An exhaustive District specific Calendar has been issued by the Government.

The Resource persons for the orientations are Officers and Officials drawn from the Agriculture, Animal/Sheep Husbandry, Horticulture, Sericulture and Fisheries Departments, who were trained beforehand during the 641 training sessions which were held across all districts during the months of January to April.

An innovative tool of describing the different schemes/programmes using short films has been put in place. A total of 49 videos of schemes under HADP and other Centrally Sponsored Schemes will be shown to the farmers across the venues in J&K.

Using audio visual aids in describing the schemes had a lasting and much more engaging, engrossing effect on the farmers. Besides, question answer session after each screening session of videos are being held to clear the doubt of farmers.

The farmers are also being provided with pamphlets of all the schemes in the three languages (Hindi, Urdu and English) in the shape of a booklet, which also contains the information about the contact details of all the departments under the agriculture production department of the UT.