## **ADVENTURE TOURISM**

dventure tourism has emerged as a vibrant and dynamic sec tor within the broader tourism industry, attracting thrillseekers and nature enthusiasts from around the globe. This niche market offers travelers the opportunity to engage in exhilarating activities and explore uncharted territories, often in remote or rugged landscapes. From mountain climbing and white-water rafting to zip-lining and safari expeditions, adventure tourism encompasses a diverse range of experiences tailored to satisfy the craving for adrenaline and exploration.

One of the defining characteristics of adventure tourism is its emphasis on physical activity and immersive experiences. Unlike traditional forms of tourism that may focus on sightseeing or relaxation, adventure tourism encourages active participation and hands-on engagement with the environment. Whether trekking through dense forests, diving into crystal-clear waters, or scaling towering peaks, adventurers are challenged to push their limits and embrace the raw beauty of nature.

One of the most iconic adventure destinations is Nepal, home to the majestic Himalayas and the world's highest peak, Mount Everest. Each year, thousands of trekkers flock to the region to embark on the legendary Everest Base Camp trek, a grueling yet rewarding journey that offers breathtaking views of snow-capped peaks and serene mountain villages. For those seeking an even greater thrill, summiting Everest itself remains the ultimate test of endurance and courage, drawing seasoned mountaineers from across the globe. From trekking across glaciers and exploring ancient forests to kayaking through pristine streams, J&K offers a wealth of outdoor activities set against a backdrop of towering

# Adopt a bicycle and live a happy, healthy life

#### SURJIT SINGH FLORA

World Bicycle Day is observed globally on June 3rd each year, embraced by people from all corners of the globe. The aim is to enlighten individuals on the advantages of maintaining a healthy lifestyle and preserving the environment through an exploration of the significance of bicycles. Cycling offers numerous advantages for one's well-being. Maintaining a regular exercise routine promotes overall health and fitness. It fosters a sense of excitement and passion among individuals. This is the reason why the United Nations General Assembly initiated the celebration of 'World Bicycle Day' in 2018, with the aim of raising awareness. It is worth noting that this eco-friendly bicycle is closely linked to both human health and the environment. Unquestionably, the need for a clean and healthy body is the main cause of human disease and environmental pollution. Exercise riding is all about the bicycle itself. With the rise of motorized vehicles, there has been a decline in physical activity among individuals, along an increase in pollution. Cycling is highly beneficial for reducing obesity and maintaining a healthy weight. In today's fast-paced world, everyone wants to reach their destination in the blink of an eye. So, we left bicycles and started using motorized vehicles. In earlier times, most people either walked or used bicycles. Due to this, they used to be physically active and they were physically fit. But as urbanization increased, the practice of cycling also declined significantly. Most people these days own car. People also use these vehicles to cover short distances. Excessive use of vehicles harms the environment as well as the health of people.

When we get sick in the cycle of living a busy and ostentatious life, doctors advise us to do bicycle exercise in the morning, then we spend money and ride a gym bike use Treadmill. Why don't we ride a bicycle for at least one hour a day, even before the doctors say. On the roads, we would have seen many pilgrims who are fit in terms of health, even in their 80s

Cycling is very beneficial for health. Cycling improves physical and mental health. Riding a bicycle for about half an hour every day protects us from many diseases like obesity, heart disease, diabetes, arthritis and mental diseases.

Regular cycling also does not pollute the environment. Cycling also boosts immunity. Cycling for half an hour daily keeps the body fit and does not accumulate fat on the body. It also strengthens the digestive system. Cycling strengthens the heart and lungs. Regular cycling also keeps the mind healthy.

If we talk about the old times, even then, the bicycle was considered a very important tool, especially because it was the cheapest and easiest way of transportation for people. From farmers to students, everyone used these bicycles. For the poor or the rich, it was the main mode of transportation of commuting, with which they could easily go to work and school. In view of this disappearing cycle, the 3rd of June is celebrated as World Bicycle Day every year: The day spreads awareness about the important benefits of cycling. Educate people about the role of bicycles in health, environment, and economy. Many local bicycle clubs and groups organize bicycle rallies and trips on World Bicycle Day. These rallies motivate people to use bicycles. Special programs are organized to educate youths about the benefits of bicycles. Bicycle races and competitions are also conducted. Celebrating World Bicycle Day is not just a one-day event: it is also a long-term effort to inspire people to cycle. The designated theme for World Bicycle Day in 2024 is "Promoting Health, Equity, and Sustainability through Cycling." Thus, let us contribute to this effort by riding for at least one or two hours every day in order to clean our environment and health.

(The writer is a veteran journalist and freelance writer based in

# Stay safe this summer

## JUBEL D'CRUZ

Summer in India has been notably hotter than usual this year, with temperatures soaring to unprecedented levels. The scorching heat has posed significant challenges for people across the country, leading to concerns about heat-related illnesses and the impact on agriculture. As the mercury continues to rise, it's essential for individuals to take necessary precautions to stay safe and healthy during this exceptionally hot season. Heat-related illnesses like heatstroke and dehydration have become all too common. The prolonged heatwave has not only made daily life uncomfortable but has also raised serious health concerns. The elderly, children, and those with pre-existing health conditions are particularly susceptible to the dangers posed by the extreme heat. The frequency and intensity of these heatwaves have been alarming, making it very difficult for people to cope with the extreme conditions. Heat-related illnesses such as heat exhaustion and heatstroke are becoming more prevalent, particularly among the elderly and young children. Additionally, the extreme heat has adverse effects on agriculture, leading to drought conditions and affecting crop yields. In response to this heatwave, it is crucial for individuals to take proactive measures to protect themselves. Staying hydrated is paramount, and it's important to drink plenty of water throughout the day. Wearing lightweight, loose-fitting clothing and staying indoors during the hottest part of the day can also help prevent heat-related illnesses. Furthermore, it's essential to be mindful of the signs of heat exhaustion and heatstroke and seek medical attention if necessary. In addition to personal precautions, it's important for communities and authorities to provide support and resources to vulnerable populations, such as the homeless and the elderly, during this challenging time. Access to cooling centres and regular check-ins can make a significant difference in ensuring the well-being of those most at risk. As the heatwave persists, it's crucial for everyone to prioritise their health and take necessary steps to stay safe in the face of this extraordinary weather.

# New Sankalps from the Sadhana in Kanniyakumari

#### ■ NARENDRA MODI

y fellow Indians, The biggest festival of democracy, the 2024 Lok Sabha Elections, are concluding today in our nation, the Mother of Democracy. After a spiritual journey Kanniyakumari, I have just boarded the plane for Delhi. Through the day, Kashi and numerous other seats have been in the midst

My mind is filled with so many experiences and emotions... I feel a boundless flow of energy within myself. The 2024 Lok Sabha elections are the first in the Amrit Kaal. I began my campaign a few months ago from Meerut, the land of the First War of Independence of 1857. Since then, I have traversed across the length and breadth of our great nation. The final rally of these elections took me to Hoshiarpur in Punjab, the land of the great Gurus and a land associated with Sant Ravidas Ji. After that, I came to Kanniyakumari, at the feet of Maa

It is natural that the fervour of the elections was echoing in my heart and mind. The multitude of faces seen in rallies and road shows came in front of my eyes. The blessings from our Nari Shakti...the trust, the affection, all of this was a very humbling experience. My eyes were getting moist... I entered into a 'sadhana' (meditative state). And then, the heated political debates, the attacks and counter-attacks, the voices and words of accusations which are so characteristic of an election...they all vanished into a void. A sense of detachment came to grow within me...my mind became completely detached from the external world.

Meditation becomes challenging amidst such huge responsibilities, but the land of Kanniyakumari and the inspiration of Swami Vivekananda made it effortless. As a candidate myself, I left my campaign in the hands of my beloved people of Kashi and came here.

I am also grateful God for instilling me with these values from birth which I have cherished and tried to live up to. I was also thinking about what Swami Vivekananda must have experienced during his meditation at this very place in Kanniyakumari! A part of my meditation was spent in a similar stream of thoughts

Amidst this detachment, amidst the peace and silence, my mind was constantly thinking about the bright future of Bharat, the goals of Bharat. The rising sun at Kanniyakumari gave new heights to my thoughts, the vastness of the ocean expanded my ideas, and the expanse of the horizon continuously made me realize the unity, the Oneness, embedded in the depths of the universe. It seemed as if the observations and experiences undertaken in the lap of the Himalayas decades ago were being revived.

### Friends.

Kanniyakumari has always been very close to my heart. The Vivekananda Rock Memorial in Kanniyakumari was built under the leadership of Shri Eknath Ranade ji. I had the opportunity to travel extensively with Eknath ji. During the construction of this Memorial, I had the opportunity to spend some time in Kanniyakumari as well.

From Kashmir to Kanniyakumari is a common identity that is deeply ingrained in the heart of every citizen of That same spirit was seen decades later must acknowledge Bharat's strengths,

the country. This is the 'Shakti Peeth' (seat of Shakti) where Maa Shakti incarnated as Kanya Kumari. At this Southern tip, Maa Shakti performed penance and waited for Bhagwan Shiva, who was residing in the Himalayas at the northernmost parts of Bharat.

Kanniyakumari is the land of confluences. The sacred rivers of our country flow into different seas, and here, those very seas converge. And here, we witness another great confluence-the ideological confluence of Bharat! Here, we find the Vivekananda Rock Memorial, a grand statue of Saint Thiruvalluvar, Gandhi Mandapam, and Kamarajar Mani Mandapam. These streams of thought from these stalwarts converge here to form a confluence of national thought. This gives rise to great inspirations for nation-building. This land of Kanniyakumari gives an indelible message of unity, especially to any person who doubts Bharat's nationhood and the sense of unity.

The grand statue of Saint Thiruvalluvar in Kanniyakumari seems to be looking at the expanse of Maa Bharati from the sea. His work Thirukkural is one of the crown jewels of the beautiful Tamil language. It covers every aspect of life, inspiring us to give our best for ourselves and for the nation. It was my great fortune to pay my respects to such a great figure.

### Friends,

Swami Vivekananda once said, 'Every nation has a message to deliver, a mission to fulfil, a destiny to reach.'

For thousands of years, Bharat has been moving forward with this sense of meaningful purpose. Bharat has been a cradle of ideas for thousands of years. We have never considered what we have acquired as our personal wealth or measured it purely by economic or material parameters. Therefore, 'Idam-na-mama' (this is not mine) has become an inherent and natural part of the character of Bharat. Bharat's welfare benefits our planet's journey to progress as well. Take the freedom movement as an example. Bharat gained independence on August 15, 1947. At that time, many countries around the world were under colonial rule. Bharat's independence journey inspired and empowered many of those

when the world came face to face with the once in a century COVID-19 pandemic. When concerns were raised about the poor and developing countries, Bharat's successful efforts provided courage and assistance to many nations.

Today, Bharat's governance model has become an example for many countries around the world. Empowering 25 crore people to rise above poverty in just 10 years is unprecedented. Innovative practices such as Pro-People Good Governance, aspirational districts, and aspirational blocks are being discussed globally today. Our efforts, from empowering the poor to last-mile delivery, have inspired the world by prioritizing individuals standing at the last rung of society. Bharat's Digital India campaign is now an example for the entire world, showing how we can use technology to empower the poor, bring transparency, and ensure their rights. Inexpensive data in Bharat is becoming a means of social equality by ensuring the reach of information and services to the poor. The whole world is witnessing and studying the democratization of technology, and major global institutions are advising many countries to adopt elements from our model.

Today, Bharat's progress and rise are not just a significant opportunity for Bharat alone, but also a historic opportunity for all our partner countries around the world. Since the success of the G-20. the world has been increasingly envisioning a bigger role for Bharat. Today, Bharat is being acknowledged as a strong and important voice of the Global South. The African Union has become a part of the G-20 group at the initiative of Bharat. This is going to be a crucial turning point for the future of African coun-

The developmenttrajectory of Bharat fills us with pride and glory, but at the same time, it also reminds the 140 crore citizens of their responsibilities. Now, without wasting a single moment, we must step forward towards greater duties and larger goals. We need to dream new dreams, convert them into reality and begin living those dreams. We must see Bharat's development in a global context, and for this, it is essential that we undercountries to achieve their own freedom. stand Bharat's internal capabilities. We

nurture them, and utilize them for the benefit of the world. In today's global scenario, Bharat's strength as a youthful nation is an opportunity from which we must not look back.

The world of the 21st century is looking towards Bharat with many hopes. And we will need to make several changes to move forward in the global scenario. We also need to change our traditional thinking regarding reform. Bharat cannot limit reform to just economic reforms. We must move forward in every aspect of life towards the direction of reform. Our reforms should also align with the aspirations of a 'Viksit Bharat' (developed India) by 2047.

We must also understand that reform can never be a unidimensional process for any country. Therefore, I have laid out the vision of reform, perform, and transform for the country. The responsibility of reform lies with leadership. Based on that, our bureaucracy performs, and when the people join in with the spirit of Jan Bhagidari, we witness a transformation taking place. We must make excellence the fundamental principle to make our country a 'Viksit Bharat'. We need to work quickly in all four directions: Speed, Scale, Scope, and Standards. Alongside manufacturing, we must also focus on quality and adhere to the mantra of 'zero defect-zero effect'.

#### Friends,

We should take pride in every moment that God has blessed us with birth in the land of Bharat. God has chosen us to serve Bharat and fulfil our role in our country's journey towards excellence.

We must redefine our heritage in a modern way while embracing ancient values in a modern context. As a nation, we also need to reassess outdated thinking and beliefs. We need to free our society from the pressure of professional pessimists. We must remember that freedom from negativity is the first step towards achieving success. Success blossoms in the lap of positivity. My faith, devotion, and belief in the infinite and eternal power of Bharat are growing day by day. Over the past 10 years, I have seen this capability of Bharat grow even more and have experienced it firsthand.

Just as we utilized the fourth and fifth decades of the 20th century to impart a new momentum to the freedom movement, we must lay the foundation for a 'Viksit Bharat' in these 25 years of the 21st century. The freedom struggle was a time that called for great sacrifices. The present times call for great and sustained contributions from everyone.

Swami Vivekananda had said in 1897 that we must dedicate the next 50 years solely for the nation. Exactly 50 years after this call, Bharat gained independence in 1947. Today, we have the same golden opportunity. Let's dedicate the next 25 years solely for the nation. Our efforts will create a strong foundation for the coming generations and the coming centuries, taking Bharat to new heights. Looking at the energy and enthusiasm of the country, I can say that the goal is not far away now. Let us take swift steps...let us come together and create a Viksit

(These thoughts were penned by Prime ing his return flight from

# **Employment Generation in Agricultural Industry**

griculture sector is characterized by ever declining land-man ratio, predominance of small and fragmented land holdings and increasing application of labour saving production technologies. Agro-industry plays significant role in income and employment generation. This sector is a leading employer in many developed and developing nations. Agriculture and agrobased industries are the tonic pillar of economic structure and socio-economic development. Developing competitive agro-industries is crucial for income and employment opportunities. It also contributes in enhancing the quality and demand of farm products. Agro-industries are having a significant global impact on economic development and poverty reduction in both urban and rural areas. Agriculture is the major activity in India. Lack of awareness renders many micro-entrepreneurs to get away from agro-processing in rural areas. Almost every district has been experiencing this kind of problem.

The results are catastrophic to the small farmers whose meager market surpluses do not attract the corporate, large scale organised industrialists. We observe that a large number of farmers do not able to find out buyers for their market surpluses at their farm level. All forms of infrastructure viz., physical infrastructure, economic infrastructure, electronic infrastructure and knowledge infrastructure is still lagging in rural areas. As there is low technology base, the small and marginal farmers are engaged in low productive activities, turning out primary products without adding value in rural areas. Every year, the small farmers produce is sold at distress prices or at times is not even harvested. Appropriate technologies can bring higher value to the produce like fruits, vegetables, milk etc. due to higher market value. It will generate employment among the workers in the value addition, maintenance of infrastructure and trading. Planned technologies can affect positively the quality of rural employment.

Poverty alleviation, employment generation and human resource development are the principal goal in the developing nations. In agro-industries, the basic elements are inputs drawn from agriculture and their processing to suit the requirement of the consumers. The agri-industries thus provide the crucial farm industry linkage which help to accelerate agricultural development by creating backward and forward linkages.

Agro-industries are accorded a prominent position in

National Employment Policy. This sector contributes for about 40 per cent of factory-sector employment, 26 per cent of total output and 21 per cent in value addition in the organised sector.

This sector has generated low level of capital per person. According to the Planning Commission this sector is one of the most promising sectors in employment generation. Some of the self-employment avenues are in the form of micro and small enterprises.

Agri-clinic and Agri-business Centres fall in this category. Agri-clinics and Agri-business centres can help in bringing science and technology knowledge inputs to the average illiterates and low-skilled farmers and provide the benefits of scale and access to infrastructure and markets to the small and marginal farmers. Some of the activities that are taken by the Agri-clinic and Agribusiness Centres are as following:

■Maintenance, repair and custom hiring of agricultural implements.

■Soil and water-cum-inputs testing labs.

- ■Pest surveillance, diagnostic and control services. Seed processing.
- ■Micro- propagation through plant tissue culture labs.
- Setting up of vermiculture, biofertilisers, biopesticides and biocontrol units.
- ■Setting up of beekeeping units. ■ Provision of extension consultancy services.
- Facilitation of agricultural insurance services
- ■Setting up of aquaculture units.
- ■Provision of livestock health services. Setting up of value addition units.
- ■Setting up of information technology kiosks in rural

■Setting up of post harvesting centres for grading, storage and packaging.

■Food processing and testing units. Setting up of retail marketing outlets for agri-prod-

Young people are a major human resource for develop-

ment as they are the key agents for social change and main driving force for economic development and technological innovations.

But harnessing these resources is a major challenge. In order to encourage the flow of science and technology benefits to small and marginal farmers, the government has decided to encourage graduates in agriculture and allied sectors with institutional financial support to set

these Agri-clinic and Agri-business Centres. Self-

employment seeking youths can set up these centres either individually or on group basis. The key success of micro-enterprise projects for rural poor lies with the productivity of an enterprise. The training experience of rural youths for self-employment indicates that there exists enormous scope for increasing the viability through technology upgradation in a number of product

With identification of appropriate rural technologies and their popularisation among user population, the number of viable self-employment opportunities for the enterprising youths can be very large. It has been observed that with innovative technology support, the rural poor can build very attractive self-employment opportunities. Some technologies pass the yardstick of technical viability and feasibility. This can be labourintensive, local resource based and help in adding value to the waste material.

The technology of sugarcane thrash processing into fuel briquettes in the sugarcane fields is a classical example of a promising labour intensive employment generating technology which could not pass the test of market due to the distorted macro-economic policies in the country. Appropriate technologies have enormous potential to increase the productivity of agri-based enterprises and thus help in generating employment opportunities.

Although developing technologies is a challenge, their transfer is very important for this potential into a reality. Technologies transfer policies should be flexible and encourage provision for innovation and experimentation. policy intervention six categories are needed:(i)Identification and popularisation of low-cost technologies.(ii)Redesigning research and development agenda of state/UT funded science and technologies institutions to address the technology for small farmers.(iii)Organising small farmers into viable units.(iv)Encouraging science and technologies institutions with the necessary funds.(v)Permitting science and technologies institutions to enter into memorandum of undertaking on risk and reward sharing with the technology user groups.

(vi)Developing farm markets in the form of infrastructure, storage, handling and processing capacity and providing connectivity to small farmers.

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