

# ENEMY OF HUMANITY Communication and Technology in Tourism-Synergy in force

Terrorism stands as one of the gravest threats to humanity in the modern world. It transcends borders, religions, and ideologies, aiming not only to harm individuals but to destabilize societies, spread fear, and disrupt the fabric of peaceful coexistence. At its core, terrorism is the deliberate use of violence against innocent civilians to achieve political, religious, or ideological goals—often leaving behind a trail of death, destruction, and trauma.

Terrorism does not distinguish between the old and the young, men and women, the innocent or the guilty. Its sole purpose is to create fear and chaos. From bomb blasts in public spaces to coordinated attacks on national institutions, the goal is always the same: to instill terror and weaken the morale of societies. What makes terrorism particularly heinous is that it often targets civilians, people going about their daily lives—children in schools, commuters in trains, worshippers in places of prayer—turning ordinary moments into scenes of tragedy.

No religion or culture teaches terrorism. In fact, all major religions advocate peace, compassion, and respect for human life. Terrorists, however, distort beliefs and manipulate ideologies to justify their acts of violence. They exploit vulnerable individuals, often brainwashing them with extremist propaganda to carry out heinous crimes. This misuse of religion not only harms the immediate victims of terrorist acts but also tarnishes the image of entire communities, leading to division, mistrust, and further conflict.

The impact of terrorism is not limited to physical destruction. It inflicts deep psychological wounds on survivors, families of victims, and society at large. Communities live in fear; economies suffer; and governments are forced to divert vital resources from development to security.

Moreover, terrorism is a global issue—it does not respect national boundaries. A terrorist act in one part of the world can have ripple effects across continents. Therefore, fighting terrorism requires international cooperation, intelligence sharing, and a unified stance against all forms of extremism. Countries must come together to address the root causes of terrorism, such as poverty, illiteracy, social injustice, and political instability.

■ PROF. K.S CHANDRASEKAR

India is fast emerging a digital friendly economy. Tourism is one of the most sought after vocations for people. Marketing communication has become the backbone of the effective functioning of an organisations in the information technology era. Many companies are very much dependent on the services provided by these players in the market. This is only in the nascent stages and once the technology grows, it will also grow in the same proposition. We are now talking about going "global" which means every such organisations should start looking at the basic impediment of language problems. The complexities of business increase to the maximum and hence top management of research organisations should give more importance to cross cultural communication. What is considered okay in one society may be a taboo in another one. This is where tourism products can be affected. With the advent of sophisticated technologies, it becomes easier for a manager to communicate. We are now living in the era of interactive communication. A person at Venice can easily talk with a person in Baroda through a video terminal. Technology has shaped the way communication is dealt. Expert have suggested that a person's own travel files, as a vacation planning reference, was more popular than information sources previously reported in travel studies. These tourists considered themselves skilled and experienced travelers, were familiar with the destination, and had strong intentions of visiting the destination. From this it is clear that these tourists not only rely on their own experiences but also browse and understand the tourist spot with accurate details using Internet.

The role of integrated marketing communication in tourism was effectively presented by Yu et al wherein they embarked on the need for integrated marketing communication of heritage destinations. Yu cited public relations, advertising and direct sales promotion as the three major areas to be concentrated for communicating with the tourists.

Kevin lane Keller, the brand guru quoted that there are at least seven integrated marketing communication choices as compared to earlier times considering the impact of information technology on the market place. There are many ways of looking at how marketing communication is going to be in the near future. Earlier only one promotional tool was used but now integrated communication strategy is being increasingly adopted which heavily relies on the use of information technology with the advent of Internet. Electronics has taken a major share of the business communication and it is expected that communication possibilities, which are fast and cheap is, expected to help the business sector. Due to the increasing complexities in dealing with the trade unions and other workers associations, it is now considered that informal communication is also to be given importance. When we take into consideration the influence of domestic partners of tourism and the local dialects as well as eco-tourism participants it becomes more important. Organisations in future will allow for this communication openly. Every sales people will have to be fully conversant in the case of communication and are expected to give feedback to the management.

If we take the case of J&K, of the total number of tourists visiting per year, domestic tourists account for not less than 75%. At

this juncture there is a need for a hard sell in this market. All those who are part of the Travel and tourism wing have to get their act better. Hence they should continuously upgrade or changing the report formats. Letter writing style to overcome structuring and monotony and with the use of multimedia and laptop computer, there is a possibility of changes happening in the basic mindset with which they are going to be looked. Since technology has pervaded every aspect of life, new technological devices will help the sales people or 'Tailor-made' devices for the sales people will be introduced for effective communication. With the arrival of Internet, More organisations will start to utilise the services of 'missionary' sales people. This will help in developing a good information base for the company with its clients. Direct marketing will have to be strengthened in the years to come since the competition is increasing. To overcome competition, well-written communication sent by direct marketing can have a positive result in the market. We are entering an era where 'paperless' or 'file less' offices are going to be in vogue. This means that all correspondence will be undertaken via the networking of computers. The employees of the organisations need to know about these aspects.

There is escalation in the cost of media and there is a clutter of competitive activity all over the market. When more companies fight for the customers' money, those who put across the message alone stand in getting profitability. By constantly contacting the customer and packaging the product, promoting differently each time, the actual cost of promotion comes down. Constant communication creates a building up effect. The use of

a combination of marketing communication techniques with the use of information technology gives more opportunity to increase the number of times the product/brands are known to the customer. The build-ups effect of delivering the same message through several media or techniques not only increases the efficiency of the transmission of message but is the sum total of integrated marketing communication. For example, in the consumer market, Ariel detergent powder has covered a place in the minds of the customer. These communications spanning TV and cinema commercials, newspaper advertising and magazine advertising, indoor promotion and many other techniques always delivers the same core message. In integrating any campaign, proper positioning of the product in the mind of the consumer, the personality and proposition need to clearly understand.

It is a commonplace argument now about the use of information technology in the field of marketing. With the advent of Electronic Data Interchange (EDI), now even retail outlets can target their customers without many problems. The Internet is going to be a boon in the communication front. The use of digital technology as like digital theatre systems have made people flock to the cinema halls which earlier were considered to be a declining industry. This gives more room for the marketer to effectively target, differentiate and position his product and services in the market place. We have already witnessed the evolution of virtual market places and it is expected that the e-commerce will provide filip to the advertising industry to promote tourism to a large extent.

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## Suryaputri Tawi Aarti-Reviving and resurrecting sacred identity and glory

■ BAIRAJ CHAWALGAMI

Suryaputri Tawi is the sacred identity and glory of Jammu and it is so good that after all Tawi Aarti has commenced on 1st of July and LG Manoj Shina also participated in the sacred aarti and revisiting of Tawi Aarti is really epoch-making and historical and the start of the Tawi Aarti is connected with the spiritual and cultural legacy of Jammu.

Tawi is not only an ordinary river but is called Suryaputri Tawi meaning that it is the daughter of Sun God and thus is a revered and sacred river. The start of Tawi Aarti was the long pending dream of Jammuites and commencement of the Tawi Aarti fulfils the aspirations of the people of Jammu.

Tawi river is connected and related to Jammu so much so that Jammu is called in common parlance as well as officially Jamu Tawi. Start of the Tawi Aarti in fact is revisiting and restoring the cultural and spiritual legacy and identity of Jammu and Tawi river is the life line of Jammu and this grand city of temples is incomplete without Tawi

river. It is very apt to start Tawi Aarti on the analogy of Ganga, Jamuna, Swarwati, Sayru Aarti and it will rekindle the spiritual essence of Tawi and now that Tawi Aarti has been made a regular and continuous affair and the people of Jammu should take part in this Aarti on the banks of Tawi river front enthusiastically.

Tawi has immense historical, cultural and spiritual as well as religious value and importance and this sacred river is revered and respected by the people of Jammu.

Earlier JMC Dr. Devansh Yadav said on 30th June that much awaited Suryaputri Tawi Aarti will commence from July 1, 2025 and will be held daily at 7:00 PM on the banks of River Tawi.

The announcement was made during a press conference jointly addressed with Director information and Public Relations Nitish Gupta.

Thus, in accordance with the announcement the Tawi Aarti was commenced from July 1st Tuesday with fanfare and great enthusiasm and it will attract good numbers as days pass.

The spiritual event was organised collaboratively by JMC, Jammu smart city limited, Department of Tourism, Shri Ragunathji corridor Development Council Department of Information and Public Relations with the aim to revive and showcase the cultural and spiritual heritage and legacy of Jammu.

The inaugural Aarti was graced by LG Manoj Shina who was the chief guest on the auspicious occasion of the commencement of Tawi Aarti.

It is in the fitness of things to note that proper arrangements have been made for the participation of Amarnathji Pilgrims in the Tawi Aarti who are staying at Bagwati Nagar Yatri Bhawan.

Dedicated bus service has been made operational for carrying of the pilgrims to and from the Yatri Bhawan Bagwati Nagar offering them a chance to connect with the spiritual essence and historical significance of the Tawi River.

Dr. Yadav appealed to local citizens to actively participate in the Tawi Aarti and make it a people led cultural movement that will elevate Jammu's standing in the national spiritual tourism map

and people and traders of Jammu will immensely get benefitted from the launch of the Tawi Aarti.

The Suryaputri Tawi Aarti at the riverfront in the heart of Jammu city is a significant step towards reviving Jammu's deep rooted cultural and spiritual traditions as well as great legacy and connecting citizens with the revered water body. Tawi Aarti marks cultural resurgence in Jammu, and heralds a new era of spiritual and civic revival.

The first ever Tawi Aarti, held on the banks of the sacred Suryaputri Tawi River in Jammu, marked a powerful revival of the city's cultural, spiritual, historical, religious and ecological legacy and heritage. The Aarti led by Lieutenant Governor Manoj Shina symbolized a harmonious blend of traditions and modern urban transformation under the Smart City initiative. The first ever Tawi Aarti was conducted with grandeur and devotion on the banks of the Suryaputri Tawi River in Jammu.

Spearheaded by LG Manoj Shina, the ceremonial event was more than just a religious occasion. It in fact was a declaration

of cultural resurgence, a symbol of ecological awakening, as well as a beacon of civic pride. The sacred Aarti was attended by hundreds of citizens, revered Acharyas, public officials and civil society members. It marked the dawn of what LG called a "new era" for Jammu, one that balances spiritual heritage with modern, people-centric development. In fact, Tawi is not just a river, but the soul and heartbeat of Jammuites and so all of us should revere and respect Tawi river. Tawi Aarti has little meaning unless and until we resolve and implement the resolve of abstaining from polluting this water body and then only then Tawi Aarti has meaning and significance. It is the duty and responsibility of the citizens to take necessary steps to prevent Tawi's pollution and this river should be kept neat and clean as it is the daughter of Sun god and therefore all of us should not only vow to keep Tawi pollution free but practically take necessary steps in the direction of keeping Tawi water neat and clean.

LG has once opined that Tawi is

intrinsically woven into the spiritual and cultural journey of Jammu and the Aarti represents a symbolic reclamation of Bharatiya dharmic traditions. There is need for people and government to work in unison to preserve the rivers purity, dignity, and divinity. While Aarti was deeply spiritual, LG Sinha asserted that it is more than a religious ceremony. It is a civilizational awakening and revival.

"Tawi Aarti is not just about lighting lamps on the riverbank. It is about illuminating our minds and hearts with the light of heritage, values, and ecological consciousness."

'Let us celebrate our cultural heritage, traditions and roots and remain connected with our great past and preserve our cultural legacy and pass it on to our future generations.

Performance of Tawi Aarti will ensure that we are kept close to our cultural heritage and take pride in our cultural and spiritual heritage and Tawi Aarti will remain as a beacon of light and will keep us alive with our traditions and glorious past.

## Country needs free healthcare facilities not freebies

■ SHIV KUMAR PADHA

Humans and the animals fundamentally share a common biology including cellular structure, genetic codes essential life processes like respiration, reproduction and nutrition, metabolism and shared environment. Both of them eat, sleep and communicate. Though both humans and the animals share biological similarities but differ significantly in intelligence, language and social structures. Humans possess advanced cognitive abilities including complex reasoning, abstract thought which are not as developed in other animals. According to the Arabic phrase the humans are the ASHRAF-UL-MAKHLUKAT, which signifies that humans are considered as the most esteemed of all gods creations possessing unique qualities and capabilities that set them apart from other beings.

Human beings, being the noblest creations of the god need many facilities amenities for the sustenance of their lives on the earth. Major among all other necessities the human beings need education and medical facilities which are crucial for their well-being and social development. Education empowers individuals with knowledge and skills, enabling them to participate fully in the economy and the society. While health care ensures physical and mental well-being, leading to a more productive and fulfilling life. Both are interconnected and essential for individual growth and overall societal progress. Education can increase awareness of health issues, promote preventive care and encourage healthy life styles. Education and the health care is the confide right of every citizen, while the former shapes their lives the later saves them.

Like other necessities education and the healthcare is most important for every individual. But in the present time we find unprece-

dedented mushrooming of the educational, medical institutes, like GMCs, AIIMSs in the country with the sole aim to enhance the knowledge of the country and help provide healthful life for everyone in the country. But the result is quite topsy-turvy. The more the number of the education and medical facilities are increasing in the country the more they are becoming costly and inaccessible for poor and middle class of the country. Getting qualitative education for the children and avail the best medical facilities have become prerogative of the rich and the elite class of the society. Not to talk of entering these complexes the middle class person cannot peep through.

The Indian Education system is becoming increasingly expensive, placing a significant burden on the families. Rising tuition fees, particularly in private schools are a major factor. Beyond tuition, uniforms, transportation and extracurricular activities add to the expenses. Furthermore, the trend of seeking additional coaching classes further increase the financial strain on the families, making quality education increasingly inaccessible for them. Education has been regarded as the foundation for personal and professional success in India. From primary schooling to higher education, parents go to great lengths—both emotionally and financially to secure a bright future for their children. In the recent years the cost of education has been rising at an alarming rate of 10-12 % annually which is higher than the overall inflation rate of the country. Tuition fees, coaching classes, accommodation, school supplies and even the digital learning tools becoming increasingly expensive. The desire of the parents to provide best possible education to their children remains strong, but the growing expenses are making it harder to keep up. Causes of becoming education expensive are. Higher

School and college fees, A shift in parental expectations Increasing number of more private institutions. Extra coaching and exam preparations Cost of digital learning.

No doubt India is catering for the health care for its citizens by a network of GMCs, AIIMSs and other allied facilities for its citizens but till day they are nothing more than tall buildings without the doctors and the drugs. Owing to the higher density or availability of hospitals, clinics and other healthcare providers within a specific area In India, there are many medical facilities particularly in urban areas , the cost of health care and access to quality services are of significant concern. The reasons why the medical facilities are costly and beyond the reach of a common man from middle class.

► India has a large number of health care facilities, but they are often concentrated in urban areas. Rural areas often face shortage of doctors, specialists and essential infrastructure

► A significant portion of of healthcare is provided by private hospitals and clinics which are very expensive. The poor people in order to avail medical care have no option other than languishing at home.

► The Indian government has been working to improve healthcare infra structure and access through initiative like National Health Mission NHM, and Ayushman centers, Ayushman cards but the poor people are dodged and not provided the services as guaranteed for them.

► Due to the high medical inflation health care costs are raising faster than other sectors, making medical facilities inaccessible for many.

► Many people in India pay for health care expenses out of their pocket which can lead to financial strain delay in access to care.

► Lower income individuals and families often struggle hard to afford healthcare even with insurance delay

or forgo treatment due to the costs.

While India has a growing number of medical facilities, the high costs of healthcare and uneven distribution of resources pose a significant challenges to accessing quality care for many citizens.

While preparing the election manifestos by the political parties main focus is laid upon winning the elections lock stock and barrel. Beside other tactics they lure the voters not by their developmental agendas or welfare schemes they try to cash their poverty and innocence by granting them a number of freebies which tantamount to political corruption. The political parties have many such freebies on their political menus like. Freebies are short term handouts aimed at voter appeal lacking sustainable impact unlike welfare policies that promote lasting economical and social growth.. According to RBI freebies often focus on short term relief, freebies encourage dependency rather than promoting sustainable development. The recent collapse of the Sri Lankan economy is the result of the unnecessary freebies granted to their citizens. Over the years the Freebies have become integral part of politics in India, be it for making promises in the electoral battle or providing free facilities to remain in power. Political parties promise to offer free electric/ water supply, free bus journey for the women, lap tops, TV sets sooties etc.

In reality what India needs is the free education and health care facilities not the freebies which makes the national nationally and socially corrupt. It is the duty of the Law enacting agencies like Election Commission of India to disqualify the political parties not making the education and health care free of cost in the country.

If we give someone fish to eat we feed him for one day and if we teach him how to catch the fish we feed him throughout the life.

## Faith and Devotion: The Shri Amarnath Yatra Pilgrimage

■ VINOD CHANDRASHEKHAR DIXIT

The Shri Amarnath Ji Yatra is a significant Hindu pilgrimage to the Shri Amarnath Temple in Jammu and Kashmir. For 2025, the Shri Amarnath Ji Shrine Board (SASB) has announced that the Yatra will take place from July 3 to August 9, 2025.

The Shri Amarnath Ji Yatra is a test of faith, endurance, and devotion. It is more than a trek and a religious journey that tests your faith, your health, and your patience.

The Shri Amarnath Ji Yatra is considered a sacred journey, offering devotees an opportunity for spiritual growth, self-reflection, and connection with the divine. Every year ' Shri Amarnath Ji Yatra' is marked by 'Pratham Pujan' which is said to summon the blessings of Baba Amarnath and attracts a large number of devotees from all over the world.

The Shri Amarnath Ji Yatra is a revered pilgrimage that showcases the devotion and resilience of millions of pilgrims.

Every year, thousands of pilgrims from every corner of the nation travel to the holy cave of Shri Amarnath Ji in Jammu and Kashmir.

The cave is located at over 12,700 feet above sea level and contains a naturally formed ice Shivaling said to represent Lord Shiva.

The cave, located in Sind Valley, is surrounded by glaciers, snowy mountains and is covered with snow most of the year, except for a short period in the summer, when it is open to pilgrims. This cave is famous for its ice formation, with the main lingam representing Lord Shiva and two smaller ones representing Parvati and Ganesha.

As per the beliefs, the Shri Amarnath Ji Cave is where God Shiva was narrating Amar Katha to Goddess Parvati and wanted to keep it a secret. Therefore, he left all his companions behind.

His riding friend - Nandi, the bull - was left at Pahalgam, the moon atop his head at Chandanwari, the snake around his neck at Lake Sheshnag, the 5 basic essentials of life that he carried at Panchtarini and even his son Lord

Ganesha himself at Mahagunatop.

The 38-day annual pilgrimage is scheduled to start from the twin routes - the traditional 48-km Pahalgam route in Anantnag district and the shorter but steeper 14-km Baltal route in Ganderbal district - leading to the 3,880-metre-high Amarnath cave shrine. The decision to shorten the pilgrimage period was made before the recent terrorist attack in Pahalgam that martyred 26 people, mostly tourists, and is unrelated to any immediate security threat.

Security arrangements for the Shri Amarnath Ji Yatra are comprehensive and multi-layered. Despite recent incidents, including a terror attack near Pahalgam, pilgrims stood firm in their resolve to undertake the sacred journey. It is nice that security forces have carried out an extensive joint mock drill along the Jammu-Srinagar National Highway, as part of final preparations ahead of the annual Yatra.

Over 180 companies of paramilitary forces have been deployed in the Jammu region, and CCTV surveillance has been increased at multiple points along the yatra route.

Jammu police has also set up several checkpoints across the city to bolster security arrangements and carry out daily anti-sabotage checks ahead of the Shri Amarnath Ji Yatra.

The Shri Amarnath Ji Yatra is an important part of Indian cultural heritage, showcasing the country's rich spiritual traditions and diversity. The journey offers an opportunity for personal growth, self-reflection, and spiritual rejuvenation, attracting millions of devotees each year.

Best possible facilities are made available for the devotees with the efforts of the Indian Army, Central Government and State Government Police Forces along with NGOs and government provided services.

To ensure a safe and successful Yatra, pilgrims must ensure to adhere to security guidelines, including prescribed cut-off timings and restricted areas and stay away from isolated areas and avoid taking alternative routes suggested by drivers or local transporters.