

EFFECTIVE ECONOMIC POLICIES

If political parties make effective economic policies, in which there is no possibility of corruption or leakages and their access to the beneficiaries is ensured properly, then there will be no need for such free announcements.

The economic policies or development models that the parties plan to adopt should be clearly stated to the public and implemented effectively.

Apart from this, the parties should have a proper understanding about the economic impact and expenditure of such policies. The ruling party at the center and in the states should be the first party to follow such measures and set an example.

India is a big country and still there is a huge group of people who are below the poverty line. It is also necessary to involve all the people in the development plan of the country.

Judiciously and judiciously offering freebies or subsidies which can be easily accommodated in the budgets of the states, does not do much harm and can be availed.

Subsidizing basic needs such as providing free education to young children or free meals in schools is a positive approach.

It is the responsibility of the government and all other political parties to ensure betterment and good governance of the society, so there has to be a limit on giving such freebies to the people.

Unlocking the Hidden Gem: Budhal's Untapped Tourism Potential



MANZOOR NAIK

In a world constantly on the hunt for unexplored destinations, it's remarkable how certain places remain untouched by the mainstream tourist radar. Nestled amidst the majestic Himalayas lies a pristine haven that has largely remained concealed from the wanderlust of the world - Budhal. This untouched paradise boasts enchanting meadows, a serene freshwater lake, snow-capped mountains, and an abundant forest of herbs waiting to be explored. Despite its natural splendor, District Rajouri's Budhal Valley's tourism potential remains largely untapped, presenting an opportunity that deserves our immediate attention.

Budhal's landscape resembles a canvas painted by nature's own hand. The meadows, adorned with vibrant wildflowers and a carpet of soft grass, offer a sense of tranquility that can rejuvenate even the weariest of souls. The sight of the sun casting a warm glow on the snowy peaks in the distance is a spectacle that can rival any postcard view.

At the heart of this hidden treasure lies a freshwater lake - a sparkling gem that mirrors the blue skies and provides a serene refuge for migratory birds. The stillness of the lake's surface is broken only by the gentle ripples caused by the occasional fish jumping out of the water or the soft breeze rustling the leaves. A boat ride on this lake is not merely an activity; it's an experience that can stir a deep connection with nature.

Budhal's charm extends beyond its aesthetic allure. The mountains, cloaked in pristine white during winters, invite adventure enthusiasts for skiing and snowboarding. The area's dense forests, rich in a variety of herbs, offer opportunities for eco-tourism and sustainable practices. Knowledgeable guides can introduce visitors to the healing properties of these herbs while also highlighting the importance of conserving these natural resources.

However, despite its immense potential, Budhal has remained largely unexplored by tourists. The lack of proper infrastructure, limited connectivity, and a dearth of promotion have led to the neglect of this paradise. As a result, the local community has been deprived of opportunities for economic growth and development.

To unlock Budhal's tourism potential, a multi-faceted approach is needed. Investment in infrastructure, such as road connectivity, accommodations, and recreational facilities, is essential to facilitate a comfortable and enjoyable experience for visitors. Simultaneously, sustainable tourism practices must be promoted, ensuring that the region's natural beauty remains unspoiled for generations to come.

Government bodies, local communities, and private enterprises must collaborate to market Budhal as a destination that offers not just a vacation but an immersion in nature's grandeur. By harnessing the power of social media, travel blogs, and community engagement, Budhal can be introduced to the world as a hidden gem that deserves a spot on every traveler's bucket list.

Budhal's unexplored beauty holds the promise of becoming a thriving tourist destination that brings economic prosperity to the local community while preserving the ecological balance. As we unveil the potential of this hidden paradise, let us do so with a commitment to responsible tourism, ensuring that the magic of Budhal remains untouched and enchanting for generations to come.

Entertainment-Education: A Communication Strategy for Social Change

DR. BANARSI LAL

For the success of any programme in any sector, effective communication is an important catalyst. The great emphasis on proper communication should be given for the overall development of society. The right message at right time and in right manner is very important because there exists a gap between what people know and what they practice. It has been observed that many programmes do not achieve the desired goals for the reason that message is not communicated effectively to the end users. It has been noticed that in recent years not only formulating effective communication strategy has emerged as one of the prime objectives for the programme implementers but also disseminating information through entertainment has become equally important. Recent studies observed that conveying message if lacks an entertaining input does not make a significant impact even if it is good and correct. Information without entertainment looks more monotonous, boring and impractical. Thus, the scientists observed that to make communication more realistic, approachable and effective, conveying it through some entertainment channel would be more result-oriented. The concept of education through entertainment is felt. It has been studied that if information is humanized, emotions are brought into contact with the message and story characters establish a chord with the audience can make the audience practice what the character feels will work for them.

Communication is the core activity of human association in general and progress as well as development in particular. It is the basic need of human beings and web of society which makes the survival, growth, progress and development of man possible and holds the society intact and progressive. No human life can exist in isolation. A man can survive only in society and the survival in society is possible with communication. Thus, communication is identified as the oldest continued activity of human beings since birth and goes on and on till death. It is a vital part of personal life in the society. It is equally important in business, education, civilization, administration and other situations where people encounter with each other to satisfy their needs and wishes. Electronisation and mechanization in communication systems have provided opportunity to access the information rapidly, accurately and repeatedly. To reach the unreach modern electronic gadgets and systems have been introduced to cope-up the requirements. The government of India has realized the need and utility of these electronic equipments for rural population. Therefore, massive programmes of cyber extension, digital interactive distance learning, online networks, computers aided multimedia, internet and free online telephones etc. have been launched for the society. Some of the major extension technology systems and approaches are being used presently like call centre (18001801551), Cyber Extension, ATIC, computer-internet connectivity etc. Entertainment education is the process of purposively designing and implementing the mass media message to both entertain and educate, in order to increase members' knowledge

about an issue, create favourable attitude, shift social norms and change the overt behaviour of individuals and communities. The mass media programmes must be entertaining and educational. Folk media whether dance or drama or even puppet shows are quite popular among the masses and have impact. With about three-fourth population living in rural areas, folk-based media is quite effective. During the Indian freedom movement, folk media was used to convey patriotic messages and ideas. Thus with such a rich history behind it, it was felt that this media if revamped little professionally could have a bigger impact than any other media. It has been observed by the various research studies that folk media has been preferred by the respondents for getting messages, therefore mixing entertainment with education. Another reason for using folk media as a source of information is that in our country where so many languages are spoken, its use will give economical stability to its artists. Radio and television are very important in conveying messages in an entertaining manner and became popular with the passage of time. Not only in India but also in various other countries, the communication strategies are using serials, sitcoms etc. as medium to convey health and other types of messages. The Centres for Disease Control and Prevention (CDC) along with Population Communication International (PCI) have instituted an award known as Sentinel for Health Award. This award is given to that television series which raises health related issues in an effective and impressive manner. The purpose of entertainment education is to bring the social change. The change can occur at the level of individual, community or some other system. The entertainment media have a high potential to educate the public on a wide variety of social issues such as gender equality, family planning, environmental protection, agricultural production etc. Entertainment consumption continues to rise steadily in both developed and developing nations. In India, a few serials on television and radio have highlighted relevant issues like gender inequality, caste discrimination, dowry, girls' education etc. Radio also plays vital role in creating awareness on various social issues among rural population in India. It is still used by the rural people due to its portable character and uncertain power cuts. Radio and television used to have socially relevant topics in their programmes but the format of most of these programmes was either talk-shows or discussions and hence was not very popular among the masses. With the introduction of satellite channels on television, which are mostly entertainment-based and sponsored programmes like Vividh Bharati and FM channels on radio, people now have the choice. The changed system has compelled the social scientists to find out ways for disseminating messages which have good coverage and also are effective. So, came the idea of 'infotainment' means information with entertainment. Some other terminologies used are 'edutainment' means education through entertainment. In one of the research studies it was found that few regular listeners, most of them youth, inspired by a character of the soap, have started a school for drop out school children

of their village. They persuaded parents of some children to send their wards to school. In another incident young boy of senior secondary, who was so inspired by the serial that he made friendship with youth of his age group from another community and also motivated them to make their parents agree to send their sisters to school. In another village class 11th girl along with her teacher and some classmates, convinced parents of her friend to delay marriage.

Interest in the entertainment-education communication strategy is on the rise. It represents a potentially powerful tool for influencing the people attitude and behavior. The entertainment education communication strategy has come way in the past couple of decades. There is a growing realization among the policy makers and practitioners that the entertainment media represent a potentially powerful tool for influencing people attitude and behaviour. By applying the important lessons learned from past entertainment education communication strategies; policy planners can more effectively use their influence and resources for development. The entertainment education strategy should be given more consideration in advancing development. In recent years several additional insights about the nature of entertainment education programmes have been gleaned by designing and researching them from the theoretical viewpoints from the cultural, humanistic and literary traditions. Local folk theatre, dance forms, puppetry, storytelling and other traditional forms of communication have an important role to play in entertainment education projects. Any comprehensive education strategy must harness such pre-existing local, traditional media forms. Further, ways must be found to adapt local folk channels of recreation and education for wider dissemination on the more ubiquitous modern media channels. By considering the importance, usage and relevance of infotainment in other sectors too could be judged by the fact that our national literacy programme, known as Total Literacy Mission have a Kala Jatha, a team of folk artists picked from the same district to perform in villages and motivate illiterate locals to come forward and become literate by joining the movement. Also there are Song and Drama Division, Directorate of Audio and Visual Publicity of the Government of India, Directorate of Field Publicity who use this information through entertainment approach to disseminate the messages for behavioural change. In recent times importance of disseminating information through entertainment media has gained ground. In country like India where there is difficulty to reach in every village, step in this direction can be made by taking lessons from the others and using local resources for each and every programme related to development sector. There is need to harness this tool for development. There are various areas which need further rigorous research to examine the growing potentialities and possibilities of entertainment education strategies that can bring the social change.

(The writer is Sr. Scientist & Head of KVK, Reasi SKUAST-J).

REDUCING ECOLOGICAL DEFICIT

DR. PARVEEN KUMAR

In this article, let me start with the concept of Ecology. Simply to define, Ecology is the study of various living organisms and how they interact with the environment around them. The study of the different types of interactions do involve answers to questions as to How do organisms interact with the living and nonliving factors like air, water etc around them? What do organisms need to survive and thrive in the environments in which they live? For answer to all such questions, study of all forms of life and the ecosystems throughout the world in which they live is necessary. It is here also worthwhile to mention that an ecosystem is a geographic area where plants, animals, and other organisms, as well as weather and landscape, work together to form a bubble of life. Ecosystems contain biotic or living, parts, as well as abiotic factors, or nonliving parts. Biotic factors include plants, animals, and other organisms whereas abiotic comprise of air, water, rainfall etc. As a separate branch of Biology, Ecology first began gaining popularity in the 1960s, when environmental issues were rising to the forefront of public awareness. Around this time, European and American scientists began studying how plants functioned and their effects on the habitats around them. Eventually, this led to the study of how animals interact with plants, other animals, and shaped the ecosystems in which they lived.

Over the years, changes have been observed in various ecosystems all across the globe. Some of these changes have become extreme and are now irreversible. Changes in ecosystems have been due to a host of factors including diseases among the organisms living in the area, increase in temperature and increased anthropogenic activities. Most of the changes as a result of anthropogenic activities have led to global rise in average temperatures leading to climate change. Climate change has already altered various ecosystems and threatened survival of many plant and animal species. All this ultimately has an adverse impact on the environment and the planet on which we live; environment today has become the major focus of various government programmes and policies.

Human activity plays an important role in degrading as well as restoring the health of ecosystems all around the world. Various type of pollution emitted from fossil fuels or factories have already contaminated our food, water and soil. Water bodies have become toxic, soil has lost its capacity for growing of crops and air has become unfit for breathing. The contamination of food supply for a species potentially changes the whole course of an entire food web. Clearing land by cutting trees has resulted in biodiversity loss. It is wrong to say that we can go on indefinitely with our unsustainable

practices. This is possible only in the short term. Only for a brief period can we cut trees faster than they mature, harvest more fish than the oceans can replenish, or emit more carbon into the atmosphere than the forests and oceans can absorb.

The consequences of this overshoot are already clear and louder as our ecological footprints have exceeded the bio-capacity. Our ecological footprints speak in volumes about the excess we are doing with our planet and its natural resources. An ecological footprint refers to the amount of environmental resources necessary to produce the goods and services that support an individual's lifestyle, a nation's prosperity, or the economic activity of humanity as a whole. The model is a means of comparing lifestyles, per capita consumption, and population numbers, and checking these against bio-capacity. Bio-capacity on the other hand refers to the capacity of a given biologically productive area to generate an on-going supply of renewable resources and to absorb its spill over wastes. Both bio-capacity and ecological footprint are expressed in a common unit called a global hectare (g ha). In 2012, the Earth's total bio-capacity was 12.2 billion g ha, or 1.7 g ha per person, while humanity's Ecological Footprint was 20.1 billion g ha, or 2.8 g ha per person. The ecological footprint is unequally distributed, with residents of high-income countries placing a disproportionate pressure on nature as they use more than their fair share of the Earth's resources. At the other end of the scale, people in some of the world's lowest-income countries struggle to meet basic needs. The various ecological footprints include transportation, energy consumption, agriculture and livestock production, carbon emissions and waste generation. Therefore, electricity consumption, oil consumption and water consumption are all factors that contribute to ecological footprint size. For humanity, to survive on the planet, it is necessary that its ecological footprint size be smaller than the planet's bio-capacity.

A country that consumes more than 1.73 g ha per person has a resource demand that is not sustainable world-wide if every country were to exceed that consumption level simultaneously. Countries with a footprint below 1.73 g ha per person might not be sustainable: the quality of the footprint may still lead to net long-term ecological destruction. If a country does not have enough ecological resources within its own territory to cover its population's footprint, then it runs an ecological deficit and the country is termed an ecological debtor. Otherwise, it has an ecological reserve and it is called a creditor. An ecological deficit occurs when the footprint of a population exceeds the bio-capacity of the area available to that population. Conversely, an ecological reserve exists when the bio-capacity

of a region exceeds its population's footprint. Countries with ecological deficits consume more than the ecosystems within their borders can provide. With a per person footprint of 0.75 global hectares and per person bio-capacity of 0.4 global hectares, India is running an ecological deficit of approximately 100 percent.

The ecological footprint is a method promoted by the Global Footprint Network to measure human demand on natural capital, i.e. the quantity of nature it takes to support people and their economies. It tracks this demand through an ecological accounting system. In short, it is a measure of human impact on the environment and whether that impact is sustainable. The footprint can be a useful tool to educate people about overconsumption and overpopulation, with the aim of altering personal behavior or public policies. Ecological footprints may be used to argue that current lifestyles and human numbers are not sustainable. Country-by-country comparisons show the inequalities of resource use on this planet. The carbon footprint is a component of the total ecological footprint. The Ecological Footprint adds up all the ecological services people demand that compete for space. It includes the biologically productive area (or bio-capacity) needed for crops, grazing land, built-up areas, fishing grounds and forest products. It also includes the area of forest needed to absorb carbon dioxide emissions that cannot be absorbed by the ocean. Carbon from burning fossil fuels has been the dominant component of humanity's Ecological Footprint for more than half a century and its share continues to grow.

At a global scale, footprint assessments show how big humanity's demand is compared to what this planet can renew. Global Footprint Network estimates that, as of 2019, humanity has been using natural capital 75% faster than Earth can renew it, which they describe as meaning humanity's ecological footprint corresponds to 1.75 planet Earths. This is called ecological overshoot. Ecological footprint analysis is widely used around the world in support of sustainability assessments. It enables people to measure and manage the use of resources throughout the economy and explore the sustainability of individual lifestyles, goods and services, organizations, industry sectors, neighborhoods, cities, regions, and nations.

Corrective action needs to be undertaken on priority basis in order to avoid reaching a point of no return. Our micro level efforts at individual household level can make a big difference at macro level. Everyone must have to start from his own. The words of Father of Nation, Late Mohan Das Karam Chand Gandhi, 'Be the change you want to see in the world' seem to be the most relevant in the context of this scenario and in reducing the ecological deficit.

Chandrayaan-3 'Success to the Moon'

MOHAMMAD HANIEF

In a historic achievement for India's space endeavours, the Chandrayaan-3 lunar rover successfully disembarked from its spacecraft early on August 24, 2023. This significant move marks the commencement of its mission to explore the enigmatic lunar surface, located at the moon's south pole. The Indian Space Research Organisation (ISRO) delivered the news via the messaging platform X, formerly known as Twitter.

With the mission's success, India has become the first country to land a spacecraft in uncharted territory near the lunar South Pole. In fact, India is only the fourth country in history to complete a soft landing on the Moon after the United States, the Soviet Union and China.

The successful landing of Chandrayaan-3 on the Moon is one of the most defining moments in India's history. It consolidates its position as a space power: India is one of the four countries to accomplish a soft landing on the lunar surface, and the first to do so near the Moon's South Pole. Just like the implications of the nuclear tests, for instance, went far beyond nuclear or



military affairs, the ramifications of Chandrayaan-3's success are not restricted to matters of space. ISRO's successful mission adds yet another dimension to India's increasing global heft, across sectors.

This great success in space exploration comes, coincidentally, when Prime Minister Narendra Modi is in Johannesburg, South Africa, for the BRICS (Brazil, Russia, India, China and South Africa) summit. Chandrayaan-3's success will boost India's profile and standing among its BRICS partners.

However, India started celebrating on August 23, 2023 itself, when Chandrayaan-3 accomplished a pre-

cise landing on the uncharted southern extremity of the moon. This achievement followed Russia's Luna-25 recent failure, catapulting India into the spotlight as the pioneering nation to accomplish this remarkable feat.

According to the ISRO, the Chandrayaan-3 Rover executed a seamless transition from the Lander; symbolising India's tangible presence on the moon's surface. With an estimated budget of around ₹615 crore, this endeavour marked India's second endeavour to touch down on the moon. The prior attempt, Chandrayaan-2 in 2019, had achieved an orbiter deployment,

albeit with an unfortunate crash landing of its lander.

Derived from Hindi and Sanskrit, the term 'Chandrayaan' translates to 'moon vehicle'. The choice of the lunar South Pole as the mission's destination stems from its speculated water ice reserves. These resources are anticipated to be crucial for sustaining future space missions by offering essential elements like fuel, oxygen, and drinking water. However, the rough and uneven terrain of the moon's South Pole adds complexity to the landing process.

Given the history of India's second lunar mission, which failed during the last 20 minutes before landing, ISRO was extra-cautious this time in the process. Due to high risk to the spacecraft minutes before moon landing, the duration is dubbed by many as '20 or 17 minutes'. During this phase, the whole process became autonomous, where Vikram lander ignited its own engines at the right times and altitudes.

Chandrayaan-3 consists of an indigenous Lander module (LM), Propulsion module (PM) and a Rover with an objective of developing and demonstrating new technologies required for Inter planetary mis-

sions. The Lander will have the capability to soft land at a specified lunar site and deploy the Rover which will carry out in-situ chemical analysis of the lunar surface during the course of its mobility.

The launcher identified for Chandrayaan-3 is LVM3 M4 which will place the integrated module in an Elliptic Parking Orbit (EPO) of size ~170 x 36500 km.

After rolling down a ramp from the Chandrayaan-3 lander, the six-wheeled, 26-kg rover, which is capable of slowly moving up to 500 metres, will begin its job of lunar exploration. The landing has happened at lunar dawn, and the six payloads on board the lander and rover will start collecting data soon after to get as much science as possible in the single lunar day or 14 Earth days for which they will remain operable.

The Chandrayaan-3 payloads will further the science learnings of the two predecessor missions by studying lunar quakes, mineral compositions, and the electrons and ions near the surface of the Moon. The mission will attempt to study water-ice, the presence of which was detected by Chandrayaan-1.

With Chandrayaan-3 successfully

landing on the Moon's surface, decks have been cleared for ISRO to unveil the next stage of its lunar exploration programme. As of now, ISRO is preparing for one more lunar mission, this one in collaboration with Japanese space agency, JAXA. This mission, called LUPEX, or Lunar Polar Exploration, is slated for 2024-25. But there would be more in the Chandrayaan series as well.

Over the next 14 days, the six-wheeled rover will carry out experiments on the surface of the moon. Both Vikram lander and Pragyan rover have a mission life of 1 lunar day, equal to 14 days on earth. The lander module is carrying five payloads for specific tasks on the Moon.

The rover's an Alpha Particle X-Ray Spectrometer will be used to derive the chemical composition and infer mineralogical composition to further enhance the understanding of the lunar surface. A Laser Induced Breakdown Spectroscopy will determine elemental composition of the lunar soil and rocks around the landing site.

The lander is also carrying RAMBHA-LP (Langmuir Probe) to measure the near surface plasma (ions and electrons) density and its

changes with time. ChaSTE (Chandra's Surface Thermo Physical Experiment) will carry out the measurements of thermal properties of lunar surface near its polar region. The Instrument for Lunar Seismic Activity will measure the seismicity around the landing site.

The Space Applications Centre (SAC) of ISRO and Physical Research Laboratory (PRL) have made crucial contributions to the Chandrayaan-3 mission, which landed close to the unexplored lunar south pole on Wednesday evening. Both institutions were founded in Ahmedabad by Dr Vikram Sarabhai, father of India's space programme.

ISRO SAC played a crucial role in the landing process. It has developed a number of sensors on board the lander, including the hazard detection and avoidance camera and processing algorithm. SAC has developed eight camera systems for the Chandrayaan-3 mission, four of which are on board the lander, and one on the rover. Three other cameras on the lander played a crucial role in the landing.

(The author is a regular columnist and can be mailed at m.hanief@gmail.com).