

SWACHHATA PAKHWADA CAMPAIGN

The Swachhata Pakhwada, a nationwide campaign initiated by the Government of India, aims to promote cleanliness, hygiene, and sanitation across the country. In Jammu and Kashmir (J&K), this campaign has been embraced with zeal and enthusiasm, reflecting the region's commitment to improving public health and environmental standards. This year, the campaign was observed with various activities, events, and initiatives, marking a significant step toward achieving a cleaner and healthier J&K. The Swachhata Pakhwada in J&K began with a grand kick-off event, featuring senior officials, local leaders, and community members. The campaign was launched with a focus on creating awareness about cleanliness and the importance of maintaining sanitary conditions in public spaces and households. Key officials, including Lieutenant Governor Manoj Sinha, stressed the importance of community participation in achieving the campaign's objectives. Various activities were organized to engage different sections of society. Schools and colleges were at the forefront, with students participating in cleanliness drives, waste management workshops, and awareness programs. These initiatives aimed to instill a sense of responsibility and ownership among the younger generation, fostering a culture of cleanliness from an early age. Community involvement has been a cornerstone of the Swachhata Pakhwada in J&K. Numerous local bodies, NGOs, and volunteer groups have played a pivotal role in organizing cleanliness drives, awareness campaigns, and waste management workshops. These efforts were complemented by support from local administration and law enforcement agencies. In rural areas, where access to resources and infrastructure can be limited, the campaign focused on improving basic sanitation facilities. Efforts were made to construct or upgrade toilets, clean water sources, and waste disposal systems. In urban areas, the emphasis was on enhancing waste segregation, recycling practices, and ensuring the proper disposal of solid waste. Educational institutions across J&K have been actively involved in the Swachhata Pakhwada. Schools and colleges organized various events, including debates, essay writing competitions, and poster-making contests, all centered around the theme of cleanliness and hygiene. These activities were designed to raise awareness among students and encourage them to take personal responsibility for maintaining cleanliness in their surroundings.

Workshops and seminars were conducted to educate students about effective waste management practices, the importance of sanitation, and the role they can play in promoting cleanliness within their communities. Teachers and school staff also participated in training sessions to enhance their understanding of the Swachhata Mission and how to integrate it into the school curriculum. The success of the Swachhata Pakhwada in J&K can be attributed to the active participation and support of government and administrative bodies. Various departments and local authorities coordinated efforts to ensure the campaign's smooth execution. Initiatives included special cleanliness drives led by senior officials, public announcements, and distribution of informative materials to educate citizens about the importance of maintaining hygiene.

Special attention was given to public spaces, such as markets, bus stations, and parks. Efforts were made to clean these areas thoroughly, repair damaged infrastructure, and ensure regular maintenance. The administration also worked to address any grievances related to sanitation and waste management promptly. The Swachhata Pakhwada in J&K emphasized the critical link between cleanliness and public health. Health departments conducted health camps and awareness sessions to educate people about the benefits of hygiene and sanitation. These sessions addressed common health issues related to poor sanitation, such as waterborne diseases, and provided practical advice on maintaining personal and environmental cleanliness. Campaigns also included distributing hygiene kits, which contained essential items such as soaps, sanitizers, and cleaning agents. These kits were particularly helpful in areas where access to basic hygiene products was limited.

Effective waste management was a key focus of the Swachhata Pakhwada. In urban areas, efforts were directed toward improving waste segregation at the source, enhancing recycling practices, and ensuring proper waste disposal. New waste collection systems were introduced, and existing ones were upgraded to improve efficiency.

In rural areas, the emphasis was on constructing or improving waste disposal facilities. Community members were trained in proper waste management techniques, including composting and recycling. The installation of waste bins and the provision of regular waste collection services were prioritized to ensure a cleaner environment. While the Swachhata Pakhwada saw significant progress, several challenges were encountered. Issues such as inadequate infrastructure, lack of awareness, and resistance to change posed hurdles to achieving the campaign's goals. However, these challenges were met with proactive solutions. Infrastructural deficiencies were addressed through targeted investments and improvements. Awareness campaigns were intensified to educate citizens about the importance of cleanliness and how they can contribute to the cause. Efforts were also made to engage community leaders and influencers to drive home the message of hygiene and sanitation. The Swachhata Pakhwada in J&K has had a profound impact on the region.

The campaign has led to cleaner public spaces, improved sanitation facilities, and heightened awareness about the importance of hygiene. The involvement of educational institutions, community groups, and government bodies has fostered a culture of cleanliness and responsibility.

A new dawn in J&K after abrogation of Article 370 'Modi changed face, destiny of Kashmir'



■ TARUN CHUGH

August 5 is a historic date for India and Jammu and Kashmir. It marks a unique day in history. On this day in 2019, the long-awaited demand for a unified India was fulfilled, and Jammu and Kashmir became an integral part of India. With this, the essence of Kashmiriyat returned. Once familiar with terrorism, dynastic politics, corruption, violence, and migration, Jammu and Kashmir began to open doors to prosperity and development. The new dawn after the abrogation of Article 370 has started to spread its light. Under Prime Minister Narendra Modi's leadership, the rise of development and trust in Jammu and Kashmir has transformed its image and destiny. As terrorism and dynastic politics came to an end, a prosperous image of Kashmir began to emerge to the world. The light of development and nationalism has given Kashmir its glorious history. As a result, in the Amrit Mahotsav of independence, the curse of Article 370 was repealed, and the pace of development accelerated in the Amrit Kaal. For the first time, Lal Chovk in Kashmir was adorned with the tricolor and resonated with the chant of "Bharat Mata Ki Jai." The name of Prime Minister Narendra Modi echoed everywhere. With the Prime Minister being seen as a champion of development, a new path has opened for the development of Srinagar as a tourist capital, a path of development, nationalism, a bright future, national unity, and integrity.

From the Jana Sangh to the BJP, there has been a continuous struggle to recognize Kashmir as an integral part of India. Since the time of the Jana Sangh, slogans like "One Nation, One Law, One Leader" were raised. Dr. Syama Prasad Mukherjee became the first martyr of independent India for Kashmir. Prime Minister Narendra Modi's resolute will and determination culminated on August 5, 2019, with the abrogation of Article 370, making the dream of a unified India a reality. After the abrogation of Article 370, Prime Minister Modi ushered in a wave of devel-

opment and trust in Jammu and Kashmir, spreading the essence of Indianness. What used to be a bastion of fear and anti-national forces in Kashmir now exhibits a sense of patriotism. Once entangled in dynastic politics and terrorism, Kashmir now waves the flag of nationalism and development. The dream of "One Nation, One Law, One Leader" has been realized. The line of an undivided, unified, powerful, and strong India has been drawn in Kashmir. The social, geographical, and economic integration of Jammu and Kashmir has been ensured.

Before August 5, 2019, Jammu and Kashmir was among the most backward states and union territories in terms of industrialization. Under its constitutional and administrative setup, no citizen or investor from India or abroad could settle permanently in Jammu and Kashmir. Therefore, external investors were wary of investing in Jammu and Kashmir. Terrorist violence was a barrier to its economic-industrial development. Unemployment was rising, and government jobs were accessible only to the influential. Jammu and Kashmir was treated differently from other Indian states. This caused the State to remain distant from the mainstream. Due to Article 370, Parliament had the power to legislate on matters of defense, foreign affairs, and communication concerning Jammu and Kashmir; but had to seek state government approval for laws on other subjects. Indian Parliament could legislate only within a limited scope regarding Jammu and Kashmir. Many provisions of the Indian Constitution did not apply to Jammu and Kashmir due to Article 370. Now, 170 central laws, which were previously not applicable, are enforced in the region. Presently, all central laws are applicable in Jammu and Kashmir; and the situation has completely changed.

With the will power of Prime Minister Narendra Modi and Home Minister Amit Shah, the abrogation of Article 370 has connected the people of Jammu and Kashmir to the national mainstream. There has been a surge in the establishment of businesses and industries, positively impacting the state's GDP. The new industrial policy, guaranteeing investment security post the abrogation of Article 370, is showing results. Investments have started flowing in within a span

of five years. Several agreements have been made for investments, and major national groups in the health and medical education sector have also proposed investments. Tourism, film tourism, horticulture, post-harvest management, agriculture, food processing, sericulture, health, pharmaceuticals, manufacturing, IT, renewable energy, infrastructure, real estate, handloom and handicrafts, and education sectors have also seen transformations.

With the fulfillment of Dr. Shyama Prasad Mukherjee's resolution of "One Nation, One Constitution, One Pradhan," Jammu and Kashmir, along with Ladakh, is now advancing on the path of development with the rest of the country. By bridging decades-long gaps, the Narendra Modi government has put Jammu and Kashmir and Ladakh on the path of development by repealing Article 370, ending 70 years of dissatisfaction. The region has embarked on a new journey of development in just two years.

For the first time, the Valmiki community, Gorkha people, and refugees displaced from West Pakistan will have the right to vote in state elections. The domicile law has been implemented, with a new definition considering individuals residing in Jammu and Kashmir for 15 years or more as residents. The path to resettling Kashmiri Pandits, who were displaced from the Kashmir Valley in 1990 has been cleared. Efforts are underway to create job opportunities and transit accommodations for Kashmiri migrants. The long-stalled Shahpur-Kandi dam project has commenced.

The central government has rapidly initiated all individual beneficiary schemes and flagship programs in Jammu and Kashmir. Several development projects under the Prime Minister's Development Package 2015 have been completed. Dedicated to the principles of Antyodaya and the spirit of "Sabka Saath, Sabka Vikas, Sabka Vishwas," the Narendra Modi government has given a new pace to development in the long-neglected Jammu and Kashmir. For the first time, industrial development will reach the block level in Jammu and Kashmir under any central industrial promotion scheme. Thus, both the image and destiny of Kashmir are changing, and soon Jammu and Kashmir will stand among the devel-

oped states of the country.

Today, Jammu and Kashmir has become a tourism hub, made history by hosting the G20, become a center of peace and good governance, rejected terrorism as part of undivided India, and is rejecting corruption and dynastic politics. The budget for fiscal year 2024-25 has laid the foundation for the elevation and development of Jammu and Kashmir. Comprehensive development has been planned in tourism, agriculture, employment, industry, education, health, and all sectors.

In the central budget, a competitive project for agriculture and related sectors will be implemented in Jammu and Kashmir with an estimated value of \$100 million from the International Agricultural Development Fund, and a comprehensive agricultural development programme with an approval of Rs 5013 crore will execute all 29 projects in five years, writing new chapters in agricultural progress. Under the "World's Largest Grain Storage" plan, grain storage units will be constructed in six districts with a shortage of storage facilities.

12,000 additional Self-Help Groups (SHGs) will be established, creating employment opportunities. Six new offbeat tourism sites will be developed in Jammu and Kashmir divisions, 75 identified heritage and cultural sites will be renovated, and eight cultural centers will be established.

To achieve the goal of "Made in Jammu and Kashmir," work will be undertaken, and under the Jammu and Kashmir Rural Employment Generation Program, a target of establishing 1,372 units in fiscal year 2024-25 has been set. A new startup policy will be introduced to create an entrepreneurial ecosystem.

To ensure healthy Jammu and Kashmir, two cancer institutes in Jammu and Srinagar will be fully operational during 2024-25. DNB seats will be increased to 400, and an AABHA ID will be created for a population of 1.35 crore. AIIMS Avantipora will be made functional by March 2025. Thus, liberated from the curse of Article 370, Jammu and Kashmir has now received the boon of development.

(The writer is BJP National General Secretary and the party incharge for J&K and Ladakh)

10th National Handloom Day Promoting a Sustainable Handloom Revival: Quality above Quantity

■ GIRIRAJ SINGH



We are celebrating 10th National Handloom Day on 7th August, 2024. As all are aware, Swadeshi Movement was launched at a meeting held on August 07, 1905, at Tbn Hall, Kolkata. The movement as a part of our freedom struggle had aimed at reviving domestic products and production processes. To commemorate this historical occasion and to celebrate our handloom tradition, Hon'ble Prime Minister Shri Narendra Modi declared 7th August as National Handloom Day in 2015. This event seeks to honour the handloom workers of India and provide impetus to the handloom sector. Handloom Sector is a significant source of rural and semi-rural livelihood, engaging over 35 lakh persons. Of these, more than 25 lakhs are females. Thus, the sector is an important source of economic empowerment of women. The Ministry of Textiles has taken many initiatives for promotion of handloom sector across the country. I would like to draw your attention to the "Mann Ki Baat" of Hon'ble Prime Minister on 28th July 2024, in which he highlighted the importance of handloom sector in providing economic empowerment to rural women. He also drew attention to new startup enterprises which are using modern technology to encourage handloom products and sustainable fashion. He also urged citizens to popularise local handloom products and share them on social media with the hashtag #MyProductMyPride.

In the past few years, India's handloom sector

has emerged as a beacon of sustainability and slow fashion. Today, I want to emphasize the importance of prioritizing quality over quantity as we celebrate the resurgence of handloom and urge the people of India to maintain sustainable momentum in the handloom sector. Handloom weaving is a heritage craft that embodies the principles of slow, sustainable, and ethical fashion. With consistent government efforts over the past decade, there has been a noticeable transition from fast fashion to locally produced goods. Prime Minister Shri Narendra Modi proudly wears Indian handloom fabrics and promotes them globally and credit for its success goes to him at a large extent. It's time for more people to join the movement. Beyond promoting sustainability, the handloom sector offers significant opportunities to empower women and marginalized communities, providing them with economic prospects and instilling pride in their craftsmanship. I acknowledge the vital role women play as spinners, dyers and weavers, in uplifting the sector; applauding their invaluable contributions. I fully recognize and respect the contributions of traditional communities and especially women across the country, without whom the handloom sector would face great disadvantage. Treating them with dignity and respect is imperative to sustain and enhance their contributions. Moreover, many women-led cooperatives and self-help groups have emerged within the handloom sector. These organizations not only provide training and resources but also offer a support network that fosters solidarity and collective bargaining power. By coming together, women SHGs can negotiate better prices for their products, access larger markets, and advocate for fair

wages and working conditions. Educational programs and initiatives aimed at improving weaving skills, design innovation, and entrepreneurial abilities further empower women. By mastering new techniques and exploring modern designs, women weavers can create high-quality products that appeal to contemporary markets, ensuring the sustainability of their craft. Enhancing handlooms through value addition by embroidery and printing breathes new life into traditional textiles, creating unique and highly desirable products. Embroidery, an intricate art form involving needlework, adds depth and character to handloom fabrics. By incorporating various techniques like zardozi, kantha, or chikankari, artisans can transform simple handloom textiles into elaborate, one-of-a-kind pieces. This not only increases the aesthetic appeal but also the market value of the products, providing artisans with better economic opportunities. Combining these value addition techniques with handloom fabrics creates products that appeal to both traditional and contemporary markets. This fusion not only preserves and revitalizes age-old crafts but also promotes sustainable fashion by encouraging the use of handmade, eco-friendly textiles. The integration of technology and innovation in the handloom industry holds great promise for alleviating the drudgery experienced by weavers, enhancing productivity, and preserving this traditional craft. Modern advancements can significantly ease the physical strain associated with handloom weaving, making the process more efficient and less labour-intensive. Additionally, computer-aided design (CAD) software enables weavers to experiment with intricate patterns and colour combinations before they start weaving. This not only

saves time but also reduces the risk of errors, leading to higher quality outputs. Digital platforms and e-commerce websites also provide weavers with access to wider markets, connecting them directly with consumers and reducing dependency on middlemen.

To commemorate National Handloom Day this year, I urge everyone to take two pledges today; one to take self in handloom product and share on social media; Secondly to take a pledge to incorporate handlooms into their wardrobes and daily lives. Every handloom piece is unique, woven with care and attention to detail, reflecting the dedication and craftsmanship of its maker. By choosing handloom products, we not only celebrate the beauty and diversity of traditional textiles but also contribute to the livelihoods of artisans, ensuring that their invaluable skills are passed down to future generations. It is crucial to prioritize quality, consistency, and technology in the handloom industry. Handloom weaving can become more fascinating by introducing innovative materials and processes. Everyone should support regional craftspeople and traditional weaving communities and be mindful of their clothing purchases, which affect us, the people who made them, and the planet. Putting a focus on handloom goods, fair trade, regional manufacturing, sustainability, and craftsmanship will help this movement grow and give handloom weavers their due. By supporting the handloom industry, we not only preserve a rich cultural heritage but also champion the cause of women's empowerment and gender equality, and also achieve many of the United Nation's Sustainable Development Goals (SDGs) 2030.

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Promoting Medicinal and Aromatic Plants

■ G L KHAJURIA

Ever since the dawn of civilization, the man has remained wonderstruck viewing its surrounds, the flora and fauna, the natural bounties who alongside subsist with him. And at times, he wondered as to how these animals and plants are less disease free with vibrant, lush green and flora. This has left him with regenerating perceptions of all hues and years have rolled by and these mysteries till date remained as folded as ever before. Undoubtedly, nature is a greater healer and its mysteries are so far hidden and folded. Unlike men, whom there is a team of doctors for treatment and then what about for those innocent and voiceless animals and birds. Surely, hunters and poachers are definitely there in the process! And then why the nature should come to their rescue of human kind. One also wonders at times or gets more curious to know how were the names given to the plants and how do we name them today is again a folded mystery. Presumably enough, the oldest names given must be having in the remote past some relevance when no language existed barring few broken words which offshoot, of course, the beginning of plants nomenclature, for they are as obscure as the record of earliest civilization. The first book dealing with plants was directly taken from early Greek or Latin manuscripts or more so ancient translations into those classical languages. The plant names are mostly Greek or Latin but of course, some seemed to be unaltered barbarous names used by not too civilized tribes of the time. However, the first attempt to scientifically nomenclature the plants was made by renowned/celebrated Greek, Philosopher "Theophrastus" (370-287 B.C.) who was pupil of Aristotle. He had wide intellectual interests of various subjects which he wrote on biology where he described around 500 species of plants in his botanical treatise "on the study of plants; and "on the causes of plants", the main thrust being on the medicinal plants. Later, Pliny the Elder (23-79 A.D.) described about 1000 species in his book "Historia Naturalis" and at the same time a Military Physician "Dioscorides" described around 600 Mediterranean medicinal plants in his book entitled "Materia Medica" in the early part of 16th century. Man's curiosity ever since remained in the run-race in exploring more and more medicinal

plants and many biologists of whom the few et al Morrison carolus, John Ray Linnaeus and Bentham and Hooker (1830-1884) remained in the lead. Though it seems strange and intricate when one talks of botanical names, yet at the same time these occupy extremely interesting and instructive part in so far as modern 'Ayurveda System of Medicine' is concerned, apart from 'Unani' and 'Siddha'. This system of medicines have had an integral part when the modern allopathy had no longer surfaced and that's why this herbal system occupies a unique placement amongst the most proclaimed systems of medicines so much so that the 'World Health Organization (WHO) has fully recognized its values in its broader spectrum. In India, where around 70% of population is below poverty line, 'herbal system' (Ayurveda) is perhaps the last hope. The system though having no side effects unlike other system of medicines. It is matter of utmost pride that India in general and the Himalayan states in particular are the richest source of medicinal and aromatic plants though human interferences in many ways are diminishing the rich, wide, varied resources which warrants their due preservation and enhancement and that's why there is endless scope of Ayurvedic medicines abroad which fetches hefty dividends, besides providing undesirable side-effects: Strange are the ways of nature that there exists a strong linkage between the herbs, shrubs, climbers, plants and the trees with the variety of ailments as for example, Belladonna (meaning beautiful lady) was employed in Italy by ladies to give softness to their eyes and the same was for Potentilla-a panacea for all cures. There is a wide diversification of plants in times long past when they received their names because of medicinal properties real or supposed to assuage grief and so on the list goes endlessly... Of the few, the most important Ayurvedic herbs, shrubs, climbers, plants and the trees are briefed down below viz-a-viz their medicinal uses: Picrorhiza kurroa: locally spoken as 'Kour' is perennial herb found in Himalayas (2500-4500) is the best herb for liver ailments, roots however; contain glycoside. Liv-52, Livosin and heptaguard are the Ayurvedic drugs prepared from this. Valeriana Wallichiana (Mushakadula) is predominantly the most important medicinal plant, apart from its uses in perfumery/hoop. Whithania Somnifera (Ashwagandha)

(L) Dumsal (1725) : belongs to F. Solaceaceae, finds its usefulness to rejuvenate therapy, excessive emancipation, bronchial asthma, insomnia and cardiac disorders. Tuxus bacatta : A very important conifer species mostly confined to Himalaya region (Tangnang belt). A life saving drug is manufactured out of bark and leaves of plants for the treatment cancer patients. Macrotomia benthami: belonging to the F. Boragiacae habitus Gurez' - Kashmir valley reaching an altitudes upto 1200 ft. It finds its usefulness in cardiac ailments, apart from fevers and throat troubles. Chrysanthimum cinerifolium also called Pyrethrum is belonging to composite F (Sun Flower) is injurious to warm-blooded and toxic insects and is mostly used as insecticides and flits. Apart from the most prominent medicinal/aromatic plants, also include, Hibiscus esculentus, Acacia Arabica, Achyranthes aspera, Adhatoda vasica, Agave Americana(sisal), Aloe Vera, Aloe Vulgaris, Rauwolfia Serpetina(cobra plant), Datura, Stramonium, viola odorata, Digitalis purpurea, cannabis sativa, Aegle marmelas(Bel), Various Artimisis, Vitex negundu(Bana), Cassia fistula (Golden Shower), Flacourtia romonehli, indigoferas, Mallotus philippinensis, Phythnus emblica, Benninghausinia albifloria(pisumar Buti) - an insecticide so on and so forth. Though the fact goes that this wide, varied medicinal/aromatic, herbs of plant kingdom are sprawling world over in general but fact still remains that our tropical, sub Himalayan and the Himalayan region are bountiful of the vast resources which remain hidden and folded all over the globe. Our 'Regional Research Laboratories' and others pharmaceutical in the arena should pick up the thread in exploring this vast potential which forms the very fundamental source of our "Indian System of Medicines" do,de facto, stand the test of the day. And these herbs, shrubs and other medicinal/aromatic plants are fastly depleting, obviously for two reasons. First, that modern man wants quick relief which only allopathic system of medicines can provide too rapidly; but going by the side-effects, the results are alarmingly astonishing. Herbal treatments though go slow, but the results are successful-oriented with zero side-effects and that is why Hippocrates, the father of Ayurvedic system of Medicines depended on nature for cures. And alongside in not promoting and developing these plants

will resolutely vanish this vast treasure-house of medicinal kingdom. It is no doubt a fact that the Ministry of forests and environment, Govt. of India has opened all avenues in almost all states and a separate wing by the name and claim as "Minor forest produce: to exaggerate and promote these medicinal/aromatic plants but here too lot of efforts coupled with and supported by funding is the call of the hour: India, of course, should feel proud that our world renowned Pharmaceutical et al. Himalayan drug stores, Dabur, Chark etc. are rendering yeoman's services and their export potential is far exceedingly catching momentum and their medicinal outflow world over is fetching hefty dividends. Yet the task is not over and we have to make every possible attempt to grow and enhance the equilibrium of the vast, varied treasure to its proximity and hence then we can be proud of our achievements. Secondly, none can deny the fact that with ongoing onslaught of dwindling and decimation of forest cover together with diminishing voiceless wildlife, the medicinal and aromatic plant kingdom is still at greater risk. This being because of the fact that word minor (minor forest produce MFP) is so minor that its inescapability is too easy to be carried away by the greedy and over-needy men. As such, all out efforts and surveillance need to be actively initiated by all and one as per the laid down rules in the "Constitution of India" enunciated in general and the Forest Deptt has to play an optimum role in curbing the menace of smuggling of Kuth, Discoria and its ilk which are under the process of being smuggled out. In the past many decades, credit, de facto goes in favor of Forest Deptt. When optimum number of cases has been taken into cognizance and action followed thereto rapidly. Public awareness and awakening is of paramount need of the hour as it is after all public property and such a tempo will have to be continued in achieving successful results for ever and ever... And with this, the writer adds over here as such: Trees, herbs, shrubs, bushes and climbers through all their parts like leaves, flowers, fruits, shade, roots, bark, smell, juice, ash and buds get engrossed into service of others and for their benefits. They can even sacrifice their lives, how blessed are the lives of these trees. (Srimad Bhagavata Mahapurana).

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