

PROMOTING AGRI EXPORTS

It has been observed that due to focused attention of the present Government, the condition of agriculture in the country has improved a lot. Where few years back, the farmers of the country were unable to pay heavy loans and suffering various challenges, with many coming on verge of starvation and committing suicide, at present the overall scenario in respect of agriculture has improved a lot. Due to farmer-centric measures taken by the Government, where on one hand the farmers are being provided necessary guidance and hand-holding for enhancing their produce and adopting new techniques of farming, in place of traditional old ways, on the other side farmers are being provided adequate platforms where they can sell their produce, at fixed prices, without involvement of any middlemen. Moreover, as there are few Indian crops which are in great demand outside country, the Government is also working on measures to enhance the export and providing genuine products to the buyer. In its endeavour to promote export of agricultural products inherent to India, Government organized a Virtual Networking Meet for Agri and Food GI products in association with Embassy of India, Doha and IBPC Qatar. More than 80 participants including exports, importers, representatives from IBPC, officials of Indian Embassy and Agriculture and Processed Food Export Development Authority (APEDA) participated. On the occasion, Dr. Deepak Mittal, Ambassador, Embassy of India, Doha, Qatar, addressed the participants on the opportunities in enhancing the India-Qatar bilateral trade. He stated that such trade meets will provide opportunity for B2B interaction to enhance exports. Dr. M. Angamuthu, Chairman APEDA in his address emphasized on Government of India's focus in promoting GI, organic and natural products. The attributes of Geographical Indication (GI) adds value to the products exported. These products are sourced directly from farmers and play a pivotal role in linking farmers with the export market. India can offer wide range of products and our exporters are keen to export to Qatar. This Meet provided a platform for interaction between the India exporters and importers of Qatar on the strength of India in export of agri and food products of Indian origin and distinct attributes. During interaction, the exporters informed about the potential GI products for exports such as Basmati Rice, Mango, Pomegranates, products of NER and several processed products. These events are expected to further strengthen the confidence of the importers in Indian products to facilitate exports. Agricultural and Processed Food Products Export Development Authority (APEDA) under Ministry of Commerce & Industry has contributed significantly in promoting export of agriculture and processed food products with a share of around 50 per cent (USD 24.77 bn) in overall agri exports during 2021-22. Besides being the leading producer of several agri commodities such as rice, fruits and vegetables, tea etc, India also has a distinct advantage of having registered geographical indication for several agricultural products. Presently, there are more than 400 registered Geographical Indications in India of which around 150 are agricultural and food products GI. More than 100 registered GI products fall under the category of APEDA scheduled products (fresh fruits and vegetables, processed foods, animal products and cereals). APEDA has also taken initiatives to promote new, innovative and GI products and export to new destinations.

OFF 'D' CUFF

Gratitude In Action

Appreciation is gratitude in action. It's a supreme value to build and sustain human relationships. In this fast-paced life, we have stopped appreciating small pleasures. We get overburdened and bothered by materialism. This leads to stress and burnout. This has been affecting our emotional and physical health across age groups. Practising appreciation and gratitude in our daily lives is an art and one can master this through small actions that do not cost much, but give us tremendous returns.

Human beings crave appreciation and importance. We want to be popular. No one likes to be criticised. But, not all criticism is unfounded; we need to cultivate a positive attitude and appreciate those who care enough about us to be critical. It is also true that few people make the effort to appreciate something good. How often do you appreciate someone?

Expressing appreciation can work wonders not only in the one who is being appreciated, but also in you.

People Are Assets

Most new ideas are delicate and fragile. Handle them with care. Most new ideas die prematurely

as they are unable to pass critical barriers. The more important the idea, the greater the resistance. When unusual suggestions are made, our first reaction is to reject them outright. Instead, treat every idea like a baby and nurture it carefully. Out of 10 suggestions, one may turn out to be a brilliant one that could transform our lives. The art of appreciation opens our minds to new ideas.

Trust people. When we trust someone, it means we appreciate what he does. Trust and appreciation energises people to do better work. Appreciation helps people to be loyal and trustworthy. It is like watering a

sapling, encouraging it to grow into a big tree, which will ultimately bring numerous benefits.

Negative people who tend to push us down can be motivated to change through appreciation. Their attitude comes out of the neglect they feel or think that their suggestions are always rejected. Giving them importance and respecting their views by appreciation is the best way to bring long-term benefits.

Most of us tend to find fault with others, instead of appreciating what is good in them. People are assets; we need to look for their strong points.

All of us have both strong and weak points.

If we appreciate their good work, however small it may be and not keep harping on their weaknesses, we develop a friendly approach.

We should never become a fault-finder, because nobody is perfect. The ability to appreciate is a beautiful quality available to everyone in every circumstance; so too, being thankful for life's little treasures, grateful for the opportunity to begin the day where you are, appreciating the perfect place your karma and God's grace have brought you to.

Appreciation is life-giving. Depreciation without appreciation is heartlessly destructive. Yet, it is the all-too-common way of our times.

When something is done that is good, helpful or loving, it is often overlooked, or taken for granted. No acknowledgement is shown, no gratitude expressed. But if a shortcoming is seen, everyone is swift to point it out.

Gratitude is a positive, enabling quality. Its opposite, ingratitude, is a quality of the external ego. When we abide in soul-consciousness, we give thanks for whatever we have, no matter how little or how much. When in ego-consciousness, we are never grateful or satisfied, no matter how much we have.

Achyuta Samantha

Some people think that religion is not essential to society. I do not hold this view. I consider the foundation of religion to be essential to the life and practices of a society.

-B. R. Ambedkar

EDITORIAL

Commendable decision and hopes of PM package employees

■ OMKAR DATTATRAY

The Lieutenant Governor of Jammu and Kashmir has done a commendable job by announcing the decision of the government to accept the long pending demand of the Jammu Dogras' of declaring 23rd September, the birth anniversary of Maharaja Hari Singh, the last Dogra ruler of Jammu and Kashmir, as a public holiday.

The LG has announced the decision of the UT to declare 23rd September as the public holiday and said on 15th of September that the notification in this regard will be issued very soon.

This decision of the LG's government has been welcomed by the Jammuites cutting across the religious and political affiliations by the people of Jammu. Rajput community in particular and others in general have celebrated the decision of the LG to issue the formal notification regarding the public holiday on the birth anniversary of Maharaja Hari Singh who was a great ruler, reformer, educationist and secularist to the core and the holiday on his birth anniversary is the befitting tribute to this legendary ruler and personality who had acceded with India. The nationalist people of Jammu were demanding the holiday on the birth anniversary of the Maharaja Hari Singh from the last over seventy years and the credit for conceding this genuine demand goes to the LG of Jammu and Kashmir who has taken a historical and extra ordinary decision to fulfill the long demand of the Jammuites to satisfy the aspirations of the people of Jammu in this regard.

Now that the genuine and long pending demand of the people of Jammu of declaring public holiday on the eve of the birth anniversary of the Maharaja has been accepted, and so the package employees who have been demanding the right to life and survival and thus their relocation top Jammu division have the high hopes and expectations on the BJP government of the centre and on the LG administration and it is hoped that the only and genuine demand of the relocation of the Pandit Package employees will be given a heed and favorable response by the LG and the demand which is concerned with the life, living and livelihood of the package employees will be accepted without any further delay. The package employees now hope that the LG administration will accept the genuine and the only demand of the relocation of the Package employees and order their relocation to satisfy the concerns and aspirations of the Pandits as the concerns of the package employees are related and inseparably connected with the exiled Pandit community.

The decision to declare the public holiday on the birth anniversary of Maharaja Hari Singh is a historical decision and the UT administration should now give some relief to the agitating package employees and accede their genuine demand of shifting /attachment to the Relief Commissioners office Migrants till the situation in valley will become normal and conducive for the living and working of the Pandit package employees. Till the ground situation will not be normal in Kashmir, the package employees should not be coerced to resume their

duties across Kashmir valley.

They should not be made sacrificial goats in the secular laboratory of Jammu and Kashmir and the country and they should not be forced and pressured to resume their duties in Kashmir where there is perpetual threat to their life, limb and dignity and so the government should not pressurize these hapless and nationalistic youth of the Kashmiri Pandits to join their duties against their will and choice because the situation in Kashmir is not feasible and conducive for the living and performing their duties across Kashmir.

The NDA government and the LG administration of the J&K UT should not play with the life, limb and dignity of the package employees and should order their relocation without further delay.

The LG should shun rigid stand and show sanity, magnanimity and sympathy and take the much needed decision of the relocation of the package employees to Jammu division.

The centre government headed by the BJP and the LG administration should come down from their rigid and egoistic stands and concede the genuine demand of the package employees who are protesting from the last over 100 days in both divisions of the Jammu and Kashmir for their safety, survival and this is possible only when these hapless employees are relocated and adjusted in the office of RC Migrants Jammu.

The government should utilize the services and the talent of the package employees in Jammu division so that they will contribute to the national development and productivity and for this purpose these employees need to be temporarily adjusted in Jammu province till the conditions will become normal for the living and working of the package employees.

There is fear psychosis and panic across the Kashmir valley and the package employees are given threats and warnings through social media of facing dire consequences and even death if they venture in Kashmir and therefore the government should not be insensitive to the safety and survival of the package employees but should show sympathy and show broadmindedness and order the relocation of the package employees outside valley so that their life, survival and honor will be guaranteed.

For this it is important that these employees should be adjusted in Jammu division till the situation in Kashmir will become normal for the working of the Package employees. One fails to understand as to why the centre and UT administration is so insensitive, reluctant and indifferent towards the genuine demand and concerns of the package employees.

It may be so perhaps for the fact that the government has been claiming false normaley and is planning in the utopia for the return and rehabilitation of the uprooted Kashmiri Pandits back in Valley but till now the government has failed miserably to rehabilitate even a single family of the Kashmiri Pandits in Kashmir.

The better sense has dawned on LG who has said that the Kashmiri Pandits can be returned and rehabilitated only if they desire so but not otherwise and so no pres-

sure should be adopted with the exiled KP community for their return and rehabilitation in Kashmir. Further the government should recognize the fact and reality that the special employment package announced in 2008 and implemented wrongly in 2010 is not a return and rehabilitation package but is purely an economic package to provide some succor to the youth of the uprooted KP community.

Therefore there is urgent need to delink the employment package from return and rehabilitation policy.

The time has shown that the employment package has failed and the return and rehabilitation policy of the government is nowhere seen as inspite of giving employment to some youth of the KP community, the government has totally failed to rehabilitate even a single family of KPs in Kashmir. The return and rehabilitation policy of the centre is a failure because the government has failed to rehabilitate seven lack uprooted and displaced Kashmiri Pandits back in Kashmir.

The government should embark on the plan of return and rehabilitation of all the Kashmiri Pandits but should not make any haste in this noble task because the ground situation in Kashmir is not yet conducive for their return.

Then after the complete return and rehabilitation of the displaced Pandits the package employees will on their own return to Kashmir and resume their duties there because there will be no fear of the militants and the situation will be complete normal and there will be no migration of the Kashmiri Pandits.

Till then the package employees should be allowed to work in Jammu division or alternatively they should be attached with the office and relief counters of the Relief and Rehabilitation commission Jammu.

The absence of the package employees will not affect the working of the offices in Kashmir because these posts are shadow posts and are supernumerary posts and thus are additional posts from the sanctioned strength of the posts.

Therefore they should be adjusted in Jammu division temporarily till the time ground situation becomes normal. In brief the LG administration should show magnanimity and order the relocation of the package employees outside Kashmir valley so that there is no threat to their life, limb and dignity.

All hopes are on the NDA government of centre and on LG administration of the UT which are expected to take a favorable decision.

Thus the historical decision of the LG of accepting the demand of declaring the 23rd September as a public holiday may also pave way for conceding the genuine demand of relocation of the protesting package employees to Jammu division.

(The author is a columnist, social and KP activist).

Commercialization & misconduct of medical prescriptions

■ SHIVANSHU K SRIVASTAVA

Recently, the controversy relating to the raid by the Income Tax department on Micro Labs, the manufacturer of Dolo 650 mg drug, for alleged tax evasion surfaced in the news. Moreover, the Indian Pharmaceutical Alliance (IPA) has lately given a clean chit to Micro Labs against the allegations of providing undue advantage to the medical practitioners by distributing freebies to them worth Rs. 1000 crores as consideration for prescribing their tablets to the patients.

Although there is an allegation against the pharmaceutical manufacturing company Micro Labs for evasion of tax, this allegation is subservient to a larger problem linked with professional misconduct that is often swept under the carpet and therefore remains unattended.

The whole controversy reveals that this particular pharmaceutical company is just the tip of the iceberg and there is a very high possibility of other big names being involved in such illegal activities.

Under the Prevention of Corruption Act, 1988, if any public servant accepts or obtains any sort of gratification whatsoever, other than his legal remuneration to which he is legally entitled, then his or her act would come under the purview of the Prevention of Corruption Act and he or she shall be liable for the punishment prescribed under the Act.

There are several other statutes and regulations that are attracted in cases of

professional misconduct and medical malpractice.

Among those legal provisions, the regulations framed for the purpose of regulating the professional conduct of the medical practitioners and the code of ethics relating thereto are more significant in this regard.

The Indian Medical Council has been empowered under clause (m) of Section 33 of the Indian Medical Council Act, 1956, to make regulations in respect of the standards of professional conduct and etiquette, and the code of ethics to be observed by medical practitioners with the previous sanction of the Central Government. Accordingly, the Indian Medical Council framed and notified the Indian Medical Council (Professional Conduct, Etiquette and Ethics) Regulations in the year 2002.

Para 1.5 and 6.5 of the said regulations are of great relevance in respect of this particular issue. First, let us analyse para 1.5 under Chapter 1 (Code of Medical Ethics) which reads as: "Every physician should, as far as possible, prescribe drugs with generic names and he/she shall ensure that there is a rational prescription and use of drugs". This is an open secret that pharmaceutical companies very often lure private as well as government doctors into prescribing some specific medicines to the patients under the brand name of their manufacturing company so as to increase the sales of their pharmaceutical drugs. This is a flagrant violation of

the Code of Medical Ethics under which a medical practitioner is bound (subject to the extent of feasibility) to mention the generic names of the drugs he is prescribing to a patient besides ensuring the reasonable prescription and use of such drugs.

This clearly has the implication that the physician must not use the brand name of any medicine produced by any particular manufacturing company.

Similarly, the latter part of para 6.5 under Chapter 6 (Unethical Acts) reads as: "All the drugs prescribed by a physician should always carry a proprietary formula and clear name".

A generic drug is produced by various companies that manufacture a specific drug under different commercial names. Thus, a particular medical drug has different commercial names and yet the generic name would remain the same. For instance, if you go to a chemist and hand him the doctor's prescription having the generic name of any drug, then the chemist would give you that drug under any brand name, whichever is available to him.

However, if you hand him a prescription having the brand name specifically mentioned instead of the generic name of the drug, then he would be bound to give you the drug of that particular brand only in case he has it. Otherwise, he will tell you that he does not have that particular brand's drug and would offer you the drug under another brand name. As a layman, we

still take insults in speaking English. Do experience.

However, with language also comes the question of mentality. We are not able to overcome the feeling of slavery of English, that's why we want to speak fluent English, are happy to study through English medium! This sick mentality has to be overcome.

In the mentality we live in, English is a language of shame, not of pride.

The country felt proud when Atal Bihari Vajpayee delivered his speech in Hindi for the first time at the United Nations. But the real pride will be when we are proud to speak in our own language in our country. Today, our leaders, while speaking Hindi or any other Indian language, consider it a matter of pride to put a splash of English in it.

In fact, this is an example of a feeling of inferiority.

It is not wrong to speak (or even read) English where necessary, but it should always be remembered that taking pride in speaking English or studying in English means hanging the medal of slavery around your neck.

It is the result of sick mentality.

It is important to overcome this mindset. Calling the highway a duty path will not make a difference. Doing your duty towards these languages will make a difference.

To perform this duty means to feel proud of our languages. When will we experience this pride?

Vijay.

YOUR COLUMN Perform duty towards languages

Dear Editor,

It may be a coincidence that this language related thing is happening in the month of September, when the country has recently celebrated Official Language Day.

Official language means the language in which the governance of the country is carried on.

In the constitution that independent India made for itself, Hindi was declared as the official language of the country and in the states this place was given to the languages of the states.

Unfortunately, some states had some doubts or confusion regarding the official language.

Don't know why they thought that the official language Hindi is being imposed on them through the medium. Actually it was not so.

The decision to make Hindi the official language was taken in the Constituent Assembly to give proper place to the language or languages of our country.

The interesting thing is that the proposal to make Hindi the official language was moved by non-Hindi speaking representatives in the Constituent Assembly. However, if there are some confusions in this context, they should have been properly resolved.

All the languages of the country including Hindi are

the identity of this country. Everyone should get equal respect. That's why I understand that on 14th September we should celebrate Hindi Diwas.

It should be celebrated not in the form but as the Indian Language Day.

We can protect our identity only by respecting our languages.

It is not a matter of pride, it is a matter of misfortune, that speaking English or studying in English medium is considered a matter of pride in the year of independence.

There should be no opposition to studying English. English is a rich language; work can be easy through English in many countries of the world.

This may also be necessary in the context of some subjects. But it never means that.

The burden of learning English should be placed on the head of every child in India.

The truth is that English is being imposed in our country, not Hindi. It should be opposed.