

## IMPROVED MILK PRODUCTION

A rapid increase has been witnessed across that nation in milk production during last few years, due to numerous efforts taken by the present Government led by Prime Minister Narendra Modi. In short, one can say that during last more than eight years, the country's dairy sector has undergone a long journey, taking the country from status of a milk-deficit nation to a milk-products exporter. The evolution of the dairy sector in India and the stellar role played by dairy cooperatives since the launch of Operation Flood form an integral part of the country's remarkable growth story after Independence. Today, India is the largest producer of milk in the world, contributing 21 per cent of global milk production. During 1950s and 1960s, the situation was radically different. India was a milk-deficit nation dependent on imports and the annual production growth was negative for several years. The annual compound growth rate in milk production during the first decade after independence was 1.64 per cent, which declined to 1.15 per cent during the 1960s. In 1950-51, per capita consumption of milk in the country was only 124 grams per day. By 1970, this figure had dropped to 107 grams per day, one of the lowest in the world and well below the minimum recommended nutritional standards. India's dairy industry was struggling to survive. The country produced less than 21 million tonnes of milk per annum despite having the largest cattle population in the world.

Milk production in 1950-51 stood at merely 17 Million Tonnes (MT). In 1968-69, prior to the launch of Operation Flood, milk production was only 21.2 MT which increased to 30.4 MT by 1979-80, 51.4 MT by 1989-90 and 209.96 MT by 2020-21. In three decades (the 1980s, 1990s and 2000s), the daily milk consumption in the country rose from a low of 107 grams per person in 1970 to 427 grams per person in 2020-21. After Operation Flood, the Indian dairy and animal husbandry sector emerged as a primary source of income for a huge number of rural households - most of them either landless, small or marginal farmers. Today, India holds the place of pride of having been the largest milk-producing country in the world for nearly two-and-a-half decades. The dairy sector has been a major contributor to the growth of the rural economy in India. The government has facilitated the dairy farming infrastructure through its initiatives such as the development of the National Dairy Plan, a sustainable development-focused framework for the sector, along with general empowerment schemes such as the Jan Dhan Yojana and the Start-up India initiative. In the past eight years, the animal husbandry and dairying sector have received a great deal of impetus under Prime Minister's vision of 'Atmanirbhar Bharat' and the journey of this sector is indeed a remarkable reflection of self-reliance.



## OFF 'D' CUFF

## Refrain from Retaliation

We are under the influence of the unforgiving ego. It demands an eye for an eye or a tooth for a tooth. The ego does not want to forgive. In the measure in which we are released from the tentacles of ego, in that measure we grow in the quality of forgiveness.

It is a sad fact of life that if someone hurls at us one harsh word or a single insult, we return 10 harsh words for one and multiple insults in retaliation. We snub and put down people effortlessly with acid remarks and sharp phrases. We actually feel proud and triumphant when our harsh words slice and hurt the other person. But this triumph turns to ash in no time. How can we love ourselves for being harsh and abusive? If we wish to be at peace within and outside, we should refrain from retaliation; we should return silence instead of trading insults. We lose our own inner peace when we hit back at others; we triumph over our own base emotions when we remain silent.

Hakim Lukman has given a wonderful prescription for health and happiness: Kam khao, gam khao — eat less, and overcome your anger. By remaining silent we are enhancing our inner store of positive energy. By lashing out, we only unleash negative energies within us. Ego clashes are everyday occurrences in our lives. We play the blame game, holding all others responsible for our mistakes. We pass the blame on to others. The blame game is played mostly in self-defence.

Often, we become extra nasty in order to teach the other person a 'lesson'. We retaliate and consider it as our strength. The fact is that winning the blame game puts us on what is called an ego trip. The blame game is indeed a no-win situation, for the problem is not solved, or even understood. Everyone is only interested in passing the buck; no one wants to find a way out of the difficulty.

Friends! Each one of us is responsible for our own actions; we are accountable for all that happens to us. As Krishna tells us in the Gita, man can be his own best friend, or his own worst enemy. Our own actions are responsible for the reactions of others. When we harbour evil thoughts towards others, the same negative energy reverts and hits us. By retaliating, or deliberately insult-

Dada Vaswani

## Harnessing social media in agriculture

■ DR. BANARSI LAL

In present era social media is the buzzword. Social media is now a mainstream form of communication around the world and continues to grow in popularity with the increase in the number of smart-phones. We have never before had such a powerful tool to connect with the billions of people across the globe. In the present age of Information and Communication Technologies (ICTs), the life of modern man has changed. Need of current, authentic and relevant information is a key issue of any nation. Social media have become the fulcrum of social interaction in both the rural and urban areas. It has been observed that ICTs have significant impact on the rural development by mediating the flow of modern technology and also in updating the knowledge and skills at the grassroots level. Smart mobile phone has become the choice of the people at a mass scale as it is being used in both the rural and urban areas. It has become an important medium in the dissemination of information even in the far-flung areas of the nation. Among the various social media Facebook and WhatsApp have become the prime choice of the people across the globe. The genesis of Facebook was traced in 2004 when a Harvard University student, Mark Zuckerberg developed media platform said to be Facebook to connect with the other students. Presently, Facebook has become the promising media and India is the largest Facebook users in the world. India is followed by the USA and Brazil. The users are increasing across the globe. Twitter, a micro-blogging site is also a very important social media and one can express 140 characters or less through it. Another important social media is YouTube which was created in 2005 by Steve Chen and Chad Hurley by which we can share the videos. For the professionals and academicians LinkedIn and Research gate are the best social media. Google has recently launched its own version of social media which is said to be Google+ which is similar to Facebook. Basically social media is a way to build relations, share information and connect with different kinds of people from different places who may never meet you in real life. Social media helps to develop a community of one's own type which was not possible in our past time. Agriculture is very important for the Indian economy. Technology awareness, computer literacy and usage of smart phones and internet are increasing across the nation. Social media in agriculture is playing a very effective role in dissemination of different agricultural information. It helps to bridge a geographical distance between the farmers of different places. There are more than 100 Information and Communication Technologies (ICTs) based initiatives such as e-Choupal, e-aqua, Digital Green etc which have been launched in India for the development of agriculture and rural development. Many of them have won accolades nationally and internationally for their innovative methodologies for the rural development. Social media can be understood in different perspectives and we all should know the precise definition of social media. Various scholars define it in different ways. Most of the people believe that social network is linked with social-network-

ing sites, micro-blogging, various internet forms etc. Any media which interact with the public at some level, be it community radio, television etc. have the social responsibility. This is a very important responsibility as it influences the development of the society. Media cannot shirk from the social responsibility and thus making all the prominent media networks as social media networks. The mass media such as TV, radio, newspaper etc are indispensable and encourage people to express their views. The media should involve the people for planning the various developmental programmes and schemes. The media varies from country to country and region to region. We should focus on the fundamental problem in rural India. Role of mass media is extremely important for the lot of citizens of rural areas where the benefits of internet are not reaped properly. Social media and rural development are linked together and there is need to make some deliberations on modern day media with the traditional media. Rural development in general is used to define the action taken for improving the standard of the people. Agricultural activities are prominently considered in this direction. India is having complex society with different cultures, castes, languages and there is disparity between the rural and urban people. Diverse social and infrastructural needs of the rural people must be addressed simultaneously to ensure the prosperity of the nation. After independence India has grown a strong nation and its economy is rapidly improving. The development is not a linear process but a multifaceted system. From time to time India has started various programmes and schemes for the development of rural areas. Unlike the Europe's there is not systematic growth in the industrial sector in India. This can be due to large size of the nation. Private sector has also taken various initiatives for the development of rural areas. Despite various steps taken by the government and non-government organization (NGOs), rural India still lacks proper education, sanitation, health care, sports facilities etc. In order to get the prosperity and sustainable growth of the nation rural development is must. Social media have affected rural people in all spheres of their life. Time and again Social Networking Systems (SNS) have found a way and realized the potential to become pioneers in rural development. Various Indian social media have committed the farmers for the dissemination of timely and constructive agricultural and allied sectors information to them. Print media is also playing a crucial role for the dissemination of agricultural information to the literate farmers. Scope of print media is increasing with the increase in the literacy rate in India. Agricultural journalism is rapidly growing in India. With the digitalization, rural India has also started to connect globally. Now the rural people can lodge their complaints through the online public grievance system. ICTs can overcome the problems of infrastructure especially areas. For instance, if online work, payment or trade are available in villages then the obstacle of roads can be overcome as there are limited resources of transportation in the far-flung rural areas. If capital is made available in the vil-

lages through the network system, then the financing for the village infrastructure would become easy. But there is the problem of digital divide which refers the gap between the information haves and have-nots. Internet has become an important aspect in our lives for banking, purchasing and exchanging of ideas. Internet has reduced our traditional blockages in trade industry. Through internet we can access the information of any nation in the world. Social media can provide the platform for the rural people where their grievances can be heard easily. The right to development in rural areas is feasible only when they will get the timely and accurate information. Through social media we can get the information in a speedy way and information can reach to the mass in seconds. There are certain limitations in social media. Around 70 per cent of people in India live in rural areas with limited access to modern internet infrastructure. In urban areas much of the population is active online. How the social media can work in the areas where there are no computers and smart-phones? The social media has really changed the lives of the rural people. Social media helps the farmers to sail there produce at good prices without involvement of middlemen. Health sector has also benefitted the rural people by the use of social media. WhatsApp video calls are sometimes very useful especially in sharing the useful information. Social media like Twitter and Facebook has connected the people across the globe. Many of the Indian villages are deprived of regular supply of electricity and the internet connectivity is still a farfetched dream for these areas but still there are various success stories where Facebook, the famous social networking site has helped rural people to make a difference in their lives. Facebook once helped various turmeric growers from Maharashtra. The WhatsApp groups of different crops growers can share their information each other. Due to the oversupply of turmeric in the market the rates were reduced by which the farmers were suffering. Then one of the farmers of the area discussed over the turmeric price with the other farmers of the country on Facebook. Then the other farmers of the area didn't participate in the local auction of turmeric. 25000 turmeric growers heard the boycott. After sometimes the price of turmeric was doubled. Social media can also help the farmers to connect with the agri-dealers, weather advisories etc. and new agricultural methodologies can be exchanged by the farmers. Agricultural Information on social media is scattered and complex to understand for the farmers. The agricultural information should be very simple with self-explanatory figures so that farmers can easily understand it. In order to harness the potential of social media especially for the rural areas, appropriate policy framework and mechanism should be developed. We have the opportunity to bring the world to our farm gate and connect the farmers with the consumers with authenticity.

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## Yoga-must for overall wellbeing

■ COURAV SABHARWAL

**Y**oga is a Hindu spiritual and ascetic discipline, a part of which, including breath control, simple meditation, and the adoption of specific bodily postures, is widely practised for health and relaxation. Yoga's history has many places of obscurity and uncertainty due to its oral transmission of sacred texts and the secretive nature of its teachings. The early writings on yoga were transcribed on fragile palm leaves that were easily damaged, destroyed or lost. The development of yoga can be traced back to over 5,000 years ago, but some researchers think that yoga may be up to 10,000 years old. Yoga's long rich history can be divided into four main periods of innovation, practice and development. Pre-Classical Yoga: The beginnings of Yoga were developed by the Indus-Sarasvati civilization in Northern India over 5,000 years ago. The word yoga was first mentioned in the oldest sacred texts, the Rig Veda. The Vedas were a collection of texts containing songs, mantras and rituals to be used by Brahmins, the Vedic priests. Yoga was slowly refined and developed by the Brahmins and Rishis (mystic seers) who documented their practices and beliefs in the Upanishads, a huge work containing over 200 scriptures.

Post-Classical Yoga: A few centuries after Patanjali, Yoga masters created a system of practices designed to rejuvenate the body and prolong life. They rejected the teachings of the ancient Vedas and embraced the physical body as the means to achieve enlightenment. They developed Tantra Yoga, with radical techniques to cleanse the body and mind to break the knots that bind us to our physical existence. This exploration of these physical-spiritual connections and body centered practices led to the creation of what we primarily think of yoga in the West.

Hatha Yoga, Hindu Mythology is fasci-

nating and exciting, and its link to yoga may provide a pose with emotional purpose to pair with the physical asana and mental relaxation. We all do yoga for different reasons-to feel peace, to find joy, to improve muscle function, to gain health, etc. and knowing a few stories behind the poses might give you a little extra enjoyment in your yoga practice. Some Yogic tools for mental health and wellbeing: Tools to induce psycho-physical harmony: Asanas (static postures), Kriyas (systematic and rationale movements), Mudras (seals of neuromuscular energy) and Bandhas (locks for neuromuscular energy) gently stretch and strengthen the musculoskeletal system in a healthy manner. They improve mobility and flexibility of the different joints and groups of muscles. There is also concomitant improvement in the systemic function such as respiration, circulation, metabolism, digestion and elimination. A general sense of health and well being is also promoted by these aspects of Yoga that help release feel good hormones like endorphins and encephalins. Tools to balance emotional volatility: Swadhyaya (introspection self analysis), Pranayama (breathing techniques for control of vital energy), Pratyahara (sensory withdrawal), Dharana (intense concentration), Dhyana (meditational oneness) and Bhajana (devotional music) stabilize emotional turmoil and relieve stress and mental fatigue. They bring about an excellent sense of emotional balance that is vital for good health. Group work also enables achievement of emotional balance essential for good health. Development of appropriate psychological attitudes: Yoga encourages us to step back and take an meta-cognitive, objective view of our habitual patterns of behaviour and thoughts. This enables us to cope better with situations that normally put our bodies and minds under strain. Patanjali emphasizes the need to develop following

qualities in order to become mentally balanced human beings (Bhavanani, 2011). He emphasizes Abhyasa (relentless positive self effort) and Vairagya (dispassionate attitude) along with Ishwara Pranidhana (acceptance and humility of the universal plan). He provides an antidote to the stress pandemic by suggesting change in our inner perspective through Pratipaksha Bhavanam (adoption of the contrary attitudes in the face of negativities). He advises us to develop clarity of mind (Chitta Prasadana) through adoption of four conscious attitudes: namely Maitri (friendliness towards those who are at peace with themselves), Karuna (compassion for the suffering), mudita (cheerfulness towards the virtuous) and Upakshamana (indifference and avoidance of the evil). Contemplation, relaxation and meditation: There are a great many Jhana Yoga and Raja Yoga techniques of relaxation and visualization that are useful (Giri, 1976; Bhavanani, 2008). Other practices such as Tratak (concentrated gaze), Pranayama, Pratyahara, Dharana as well as Dhyana may also be utilized. Relaxation is a central element in Yoga as it is the body's own way of recharging its cells and helps to ease physical, emotional and mental tensions. We can facilitate our own healing when we are relaxed. In fact, we often unintentionally retard our inherent healing mechanisms when we are tense and uptight. Choice is ours to make! Enhancing spiritual awareness: Yoga is the best way for us to consciously evolve out of our lower sub-human nature, into our elevated human and humane nature (Giri, 1995). Ultimately, this life giving, life enhancing and life sustaining science of humanity allows us to achieve in full measure the Divinity that resides within each of us. Swadhyaya, satsanga (spiritual gathering), bhajana sessions and Yogic counselling are important aspects of Yogic liv-

ing. We need to realize that "Oneness" is health whereas "Duality" is disease. We cannot remain lonely, depressed and diseased if we realize that we are part of a wonderful, joyful and harmonious Universe. Spirituality is the personal connection we feel with our own inner being. This can be strengthened greatly through conscious introspection and self inquiry. When we begin to understand the oneness manifest through all forms of life, we manifest gratitude, respect and love. Our life becomes one of selfless service (nishkama seva) for humanity. At that point, we start to radiate joy, love and wellbeing (tejasvi). Relieving suffering and pain: In the Bhagavad Gita (VI:23), Yoga is also defined as 'Dukkhasamoygavyogam' Yoga Samjnitham', the conscious disassociation from union with suffering (Chidbhavananda, 1984; Bhavanani, 2013). Yoga improves pain tolerance and provides an improved quality of life. It can be safely said that Yoga helps us endure conditions that it may not be able to cure. This is vital in end life situations where it is important that the patient has a sense of improved quality of life during their final days and moments on earth. Yoga can also benefit caretakers of such terminal patients who are under great stress themselves as it enables them to realize that we fulfil ourselves best as human beings when we help others. Health and happiness are your birthright, claim them and develop them to your maximum potential (Giri, 1995). This message of Swamiji Gitananda Giri Guru Maharaj is a firm reminder that the goal of human existence is not health and happiness but is Moksha (liberation). Most people today are so busy trying to find health and happiness that they forget why they are here in the first place. Yoga is the best way for us to regain our birthrights and attain the goal of our human existence.

YOUR COLUMN  
Learn to fight with challenges

Dear Editor,

Every student compares the ideal teacher with him and wants to have such a teacher but for that too we need to be an ideal student. It is a day to honor our teachers; it is a day to make them feel that they are very special to us. Parents are the first and best teachers in life because they give you knowledge about life. The education given by them is invaluable. In the house, a pleasant environment is essential for the mental development of a child. Home is children's first school and parents are teachers. Parents become the guides of children by showing them how to live a life with high ideals. Teachers are called the builders of the future because they enable us to contribute to nation building. Teachers are not only those who teach us in school or college, but at every turn of life, sometimes we find such teachers in the form of our partners, colleagues, who help us in making us qualified. They also play an important role. There have been many such great teachers in every field in our country, due to which modern and progressive India is in front of all of us. Teaching is the most influential profession in the world. A teacher lays the foundation for a child's future and helps to make them responsible citizens. The education imparted by the teachers reveals the future of the chil-

dren. Teachers play an important role in building a good society. On this day, the President awards the best teachers from the Government of India across the country is given. The state governments also honor the best teachers of their respective states because the ideal teacher is the person who sets high ideals in the society. The teacher makes a friend of time. Teachers are oceans of knowledge for the entire humanity. In the current era, the teacher also has a big responsibility to make the students peers, a successful example of which was found during the lockdown due to COVID-19. He has also given the result of his courage and ability by teaching children online through new methods of education. The teacher Today's students can turn their dreams into the reality of success by fighting for inspiration and giving due respect to it. Show the way to success. Sometimes, a teacher scolds you for mistakes, but the teacher is as happy with your success as you are with yourself. Most of the teachers nowadays are limited to imparting book knowledge to the children. They don't have time to know about the personal life of the students but still there are some teachers who consider teaching not just a profession but a responsibility to perform with. They prepare students to face challenges and show them the way to success. The first female teacher was Savitri Bai Phule in the country. The countrymen call her the first woman teacher. She wanted to educate girls as much as possible. New experiences are happening in the field of education today. He said that

never be afraid of exams because what the teachers teach us in the class, they only want to see. What have you learned? Then why panic about exams? You are the future of the country. Respect the teachers, study with heart and go ahead. Five qualities will make you an ideal student. Love of books: The ideal student is the one who has a special place not only in the school and in the classroom but also in the heart of the teacher. He loves books. He adopts everything told by the teacher in his life. He adopts good qualities and stays away from evil. Desire for Education: The ideal student is one who Considers knowledge as the first ideal of life. He who does not desire knowledge cannot be an ideal student. Education is what makes a person successful, patient and virtuous. A student can go ahead and become a worthy citizen only by acquiring knowledge. An ideal student respects his teacher. He tries to elevate his personality. He obeys the words of elders and teachers and follows them. The ideal student should be simple and genuine. He should not be lazy, hard work should be done. Apart from studies, one should participate in sports and other activities. He should develop his personality by participating in all the activities in the school. An ideal student always keeps his goal in mind and excels in everything. To live in an ideal way, it is necessary to be disciplined. It means keeping oneself under control. Without it, a person is an animal. A disciplined life of a student can lead him to his destination.

Vijay