

RESPITE FOR AGGRIEVED CONSUMERS

There are numerous instances where the consumers often complain regarding misbehavior of shopkeepers or cheating them using several malpractices despite all effective measures in place. Earlier, a major cause of worry was that there was not effective mechanism where consumers can highlight their grievances, seeking necessary action against them as existing bodies were either defunct or not working properly for the cause they were constituted. But now, several initiatives have been taken by the Government to ensure early redressal of their grievances, that too in a time bound manner, like e-Daakhlil. Till date, a total of 23,640 complaints have been received through e-filing on e-Daakhlil portal in last two years. The facility is presently functional in 33 States/UTs for respective NCDRC, State Commission, 13-Circuit Benches, 651-District Commissions. On successful completion of 2 years of e-Daakhlil portal, since its inception on 7th September 2020, Secretariat Department of Consumer Affairs, Rohit Kumar Singh along with Additional Secretary and Chief Commissioner of Central Consumer Protection Authority (CCPA) Nidhi Khare released an e-book emphasising the far reach of e-Daakhlil. At least 84,957 people are registered users in the e-Daakhlil portal and 5,590 complaints have been admitted till now. To address the new and emerging concerns affecting consumers, the Consumer Protection Act 2019, was notified and enforced on 20th July, 2020. Going through restrictions on consumers due to COVID-19, the e-Daakhlil portal was introduced as inexpensive, speedy and hassle-free mechanism for filing consumer complaints. Pertinently, the e-Daakhlil programme offers a simple platform for consumers who are facing time constraint to contact the consumer commission for the resolution of their complaints. It has been agreed to integrate the Common Service Centers (CSC) with the e-Daakhlil site in order to make electronic filing easier for rural consumers. The services of CSCs are being used by consumers at the Gram Panchayat level who do not have access to or unable to use electronic means of communication to file complaints with the Consumer Commission. The process of integrating this portal with CSC is now complete. As a result, consumers who lack access to or technical expertise to operate electronic equipment can seek assistance from their local CSCs to lodge complaints with the relevant consumer commission. Several cases make success stories which have been disposed through e-Daakhlil. Mainpuri District lead by Justice Subhash Chandra Kulshrestha is leading the country in quickest disposal of cases on e-Daakhlil platform. Mandatory Acknowledgement of Consumer Complaints by e-Commerce Entity within 48 hours is established to redress complaints. The efficacious provisions of the Consumer Protection Act 2019, allow the aggrieved consumers to seek compensation for injury. It also contemplates provisions for penalizing the violators by competent court. The Act also encompasses provisions of hearing the complaints through video conferencing in consumer commissions. Any consumer or Advocate can sign up on the e-Daakhlil platforms with the required authentication by receiving an OTP on their registered cell phone or an activation link on their registered email address. They can then move on with filing a complaint. The portal has facilitated all aggrieved consumers to submit complaints to consumer commissions online in the comfort of their own homes, to pay the appropriate fees, and track the progress of the case online. With the recent updates, there are 5590 number of cases that has been admitted and 889 numbers of cases that have been disposed off on the e-Daakhlil platform. It has been also observed that there is a continuous growth of number of registered users on e-Daakhlil from September 2020- August 2022 with the raise from count of 5963 to 84657 users. The e-Daakhlil system has several successful cases that were resolved in the districts of Firozabad, Aligarh, Mainpuri, Vaishali, Port Blair, Dumka, West Tripura and Rangareddi and Andaman & Nicobar through this platform. Further, NCH (National Consumer Helpline) - 1915 is in 24X7 service and available in 12 different languages. Whereas, in case of complainant is not satisfied with grievance redressal, the NCH, also redirect the complainant towards e-Daakhlil complaint portal. Through this, Government is taking all appropriate action for consumer rights through different platforms. Moving forward, CCPA has sent letters to certain stakeholders to refrain from indulging in surrogate advertisements. Few notices have been sent to advertising agencies with information and broadcast industries for surrogate advertisement. Across different distribution channel, if matters not taken up and did further violations, the CCPA will take appropriate actions for the prevention of consumer rights.



OFF 'D' CUFF

SECRET TO A STEADY MIND

Consider this: A sick man is attended to by two nurses. One of them is anxious and upset by the illness, while the other is composed and steady. Which of the two will do their duty better? Most will agree that the one with a steady and composed mind will be better.

Our state of mind affects how well we do our duty. In the order of things, duty is higher than responsibility. Duty comes from one's obligation to the self. A clear sense of duty helps one prioritize better. So, whether you are a teacher, home-maker, doctor, or a soldier, we all have our duties and responsibilities. When the mind is conflicted, there is confusion between duty and responsibility.

He was keen, but he didn't have the money to invest. So, I financed his share and got him started as an entrepreneur. Over the next few years, he generated a decent profit. But then, something changed. The business started losing money. One day, I spoke to him and offered to assist him in any way. He pushed back, saying, "We don't make money because insurance rules gouge us." But the rules were the same for my other stores too, and they all made a profit. Something didn't add up, but I didn't probe further.

A few months later, he did a deal with the landlord and transferred the lease to his name. Then he pushed me to give him my share of the business. This will help us become stithaprajna, the

one whose insight is steady." Such a person is clear about his duty and performs it without any inner conflict.

Years ago, during my business days, a young man worked for me as a pharmacy intern. He was fast with prescriptions and good with retail sales, two crucial skills. So, when an opportunity came to buy a new store, I invited him to be a part of it.

The most daunting task and difficult question regarding Kashmiri imbroglio is the dignified return and rehabilitation of Kashmiri Pandits who are the original inhabitants of Kashmir valley. Unarguably, it can be said with certainty that this patriotic KP community which was hounded out by the terrorists in Kashmir during 1990s, continue to live in exile for the last 33 years now. However, an economic package in the shape of 6000 jobs for Kashmiri Migrants was announced by the then congress government in the year 2008. It needs no repetition that the economic condition of displaced Kashmiri Pandits was not sound as they had left their home and hearth in valley. Thus taking a compassionate view of the overall situation of KP, the then Prime Minister Dr. Manmohan Singh formulated a job package for these victims of genocide but deliberately the J&K erstwhile state government at that time cleverly amended this job package with the arbitrary and unconstitutional bond, thus resulted into a punishment package for Kashmiri Pandits. Initially, this job package for KP was supposed to be implemented in Jammu province but very unfortunately the then state government exploited the need and urge of these Kashmiri Pandit youths and linked this package with rehabilitation package. The centre government must understand the fact that forced rehabilitation of some 5000 package employees is total-

The world is indeed a mixture of truth and make-believe.
Discard the make-believe and take the truth.

-Ramakrishna

EDITORIAL

What's there in a name?

■ OMKAR DATTATRAY

The acclaimed, renowned and world famous English poet and writer Shakespeare has said, "What is there in a name?" Isn't it true that a rose smells same if called by any other name and so it seems that changing names of places, roads, cities etc does not serve any purpose but still the names are changed so often and there may be a ground and substance in changing names? It is not the first time that names are being changed but it has been happening in India because we like to replace Indian names to the colonial names and therefore we change British names of the places, roads, buildings, cities and railway stations etc and give indigenous names of the places and other things. Still we have not been able to change British names of places etc. There is no place for Rajpath in Indian democracy because long before the kings and queens have been erased from the political landscape and therefore there is no reason for having a road named as Rajpath and the name of this road which is from India Gate to Rashtrapati Bhawan should have been since changed but it was not so. BJP led NDA government has now changed the name of a historical road Rajpath which has great importance in the country as the republic day parade and independence parade passes through this road, which now has been christened as Kartavyapath. There is a deep but obvious meaning in renaming the Rajpath as Kartavyapath because it will remind the leaders, politicians, governmental functionaries and last but not least the general public of performing their duties towards the nation. Therefore, it is not for nothing that the Rajpath is being named as Kartavyapath because it has a meaning behind it. Changing the name of road Rajpath will be a big milestone in the history of independent India. There is need to eliminate all signs of slavery of the British Raj. Erasing the signs of slavery will pave way for the

mental emancipation of the country. It is very sad and queer that it took the country more than seven years to effect the change in the name of the road called Rajpath. Now an Indian and indigenous name has been given to Rajpath. Modi and his government is very serious on the issue of eliminating the signs of British imperialism and colonialism and thus the government is changing and rechristening names of certain cities, roads and buildings etc. and giving new names to all the things. Rajpath was known as the Kings way up to 1961 and then in 1961 it has been changed to Rajpath and now it will be called as Kartavyapath and this is a big development. It is shameful that in India we still have the signs of slavery, imperialism and colonialism and the present government under Modi is doing a yomen's job of correcting the historical wrongs and giving new Indian names to the cities, roads, places etc. Earlier Yogi Government of UP has changed the name of the city called Kashi as Prayagraj. There was a great hue and cry among the secular lobby over the christening of this important road which is from sometime called and known as Prayagraj. How painful it is that even after 75 years of the freedom from the British yoke we have not been able to change the ruminants and signs of British slavery and we continue with the British names and this is nothing short of mental slavery. It is a fact that we have got independence in year 1947 but we are still slaves mentally and before it damages us completely we should take steps to give indigenous names to all those places, cities, buildings, monuments etc. There are demands from the people to change the British names which are nothing short of mental slavery and so people demand quick change of the British names and thus it amounts to an aggression on the signs of slavery and imperialism. It is good that the governments both the centre and the state are trying to change the British names of the cities, build-

ings, roads as well as the monuments. The people of the country and responsible citizenry should appreciate such measures which aim at Indianisation of the places, roads and monuments so that the places, but the present BJP government is doing a yomen's job of altering the names of the places, roads and monuments. It is no mean development if the signs and ruminants of British slavery is shown the door and the people should compliment and praise the government for changing the British names to indigenous names and this is no mean development in any way. Though the country has got freedom way back in 1947 still today we have to bear with the signs of slavery and British colonialism even after 75 years of independence which is very shameful. There is great and urgent need to eliminate the signs of British slavery and imperialism by rechristening the names of the British slavery and colonialism. Thus the efforts of the centre as well as of the state governments should be appreciated so that the signs of mental slavery are colonialism are changed and it will pave way for the eliminating of the signs of slavery, colonialism and British imperialism so that the Indian and local names are given to places, cities, roads and monuments. There should be no politics and apresence over the genuine change of the names because it may backfire and will prove counterproductive in the long run. Much time has elapsed from 1947 and, roads and national monuments should be still called by the British names and there is no shame greater than this that we still have the British name associated with many places and things. Thus we should change all the British names of the historical places and the roads, buildings etc and give Indian names without further delay. So, if we have to free ourselves from the mental slavery then we should eliminate all the signs of mental

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Literacy reflects socio-economic, cultural set-up of a nation

■ VINOD CHANDRASHEKHAR DIXIT

Someone has rightly said that 'Live as if you were to die tomorrow, learn as if you were to live forever'. 8th September is celebrated as International Literacy day. In 1966, the United Nations Educational, Scientific and Cultural Organization (UNESCO) proclaimed this day as International Literacy Day, sometimes called World Literacy Day. The intention was to remind people all over the world that the ability to read and write should not be taken for granted. An effort has been made for literacy rates to be increased. Literacy serves as the foundation of basic education for all. The knowledge of social conventions combined with problem-solving capacities of people is what determines them as being literate. Literacy reflects the socio-economic and cultural set-up of a nation, ethnic group or community. Literacy is essential not only for the eradication of poverty, but also for mental isolation for cultivating peaceful and friendly international relations and for permitting the free play of demographic processes as well. That literacy is the basic requirement of economic development has been recognized throughout the world and hence literacy has reached around 99 per cent in countries of Japan, South Korea, USA, UK,

Germany, France, etc.

Literacy in India is marked with a great amount of regional variation from one part to another. The regional variation in literacy levels in the country has resulted from the regional diversity in various social, cultural and economic attributes along with a marked difference in the historical experience of different regions. The National Literacy Mission was set up by Government of India on May 5th, 1988 with the aim to eradicate illiteracy from the country. In this modern world, the ability for people to read and write has been directly connected to reduced poverty, improved socio-economic status, reduced population growth, minimized child and maternal mortality rates, and balancing out gender and equality on a sustainable level. The Constitution of India recognizes the importance of education for all. Therefore, it lays down several provisions to ensure proper and effective implementation of educational rights in the country. An illiterate man is generally exploited by the clever men in the society. They take full advantage of his ignorance of the language or wisdom. According to the report published by the National Survey of India, the Literacy Rate of India in 2022 is 77.7 per cent. The literacy rate in 2011 was 73 per cent. There is an increase of 4 per cent compared to the last census data. With regard to literacy level, Kerala occupies the first position in the country. Although, the state does not rank very high in terms of economic development, it has occupied a leading position in literacy transition in the country. Over 90 per cent of the population aged 7 years and above is literate in the state. Every person in the society should try to become literate. If it was not possible in an early age, a grown-up man can yet learn how to read and write in his advanced stage of life. Literacy will help him also in gaining common knowledge in various subjects, which will make him a 'complete man'. Now-a-days, the Indian government has taken a literacy drive all over the country. They are sending teachers into the remote corners of the villages of India in order to educate the people, irrespective of their age or profession. There is no doubt that when illiteracy will be removed completely, India will be a new country where 100 per cent people can participate in all programs of economic development.

Ensure proper utilization of Atal Setu

■ SHIV KUMAR PADHA

Demand of the natives for a bridge over river Ravi, arise dates back since independence, but it gained tempo only when dozens of villages in the proximity of Basohli were submerged in back waters of RSD. Hundreds of the families were compelled to migrate from their villages due to which they were separated from their kin like 'Wall of Berlin'. The villages and the markets of the town gave a deserted look due to mass scale migration. Visualizing the pain and hardships of people marooned in RSD waters, Atal Bihari Vajpayee the former Prime minister of India proved a savior for the suffering humanity who sanctioned a cable stayed bridge over river Ravi. With completion of the bridge named Atal Setu the entire population heaved a sigh of relief which brought their lives on rails as before. Atal Setu, a life line for a large of population living in Punjab, Himachal Pradesh and Jammu and Kashmir UT is not only a bridge but a link which joins Jammu and Kashmir with the rest of the country. It is built at a place which is a confluence of three adjoining states of Punjab, HP and J&K UT. It is not only the gate way to Jammu Kashmir and Ladakh UTs but it also provides easy and shortest approach to the world of tourism spread over entire district Doda, Udhampur and Kathua of Jammu and Kashmir UT. After the inauguration of Atal Setu on December 25, 2015 it was believed that this long awaited bridge will change the whole scenario of the entire Jammu region in general and that of Basohli, Bani, Billawer, Bhadarwah, Kishtwar and Doda in particular and will usher in an era of progress and development by diverting interstate vehicular traffic via Atal Setu which it was hoped, will boost both trade and tourism of the area and create new avenues of employment for the youth of the region. But seven years on the bridge has not been able to add even a penny to the coffers of the UT due to its non utilization since then. Through Atal Setu the distance between Punjab and Himachal Pradesh, district Doda, Udhampur, Kathua and Mata Vaishno Devi gets curtailed to less than half. Even then UT government has not allowed interstate vehicular traffic i.e. bus services and other carriers through the bridge except the local tempos carrying grocery and vegetables for local use. Without traffic, the bridge gives deserted look for maximum time of the day due to which stray animals enjoy the cool breeze of the lake comfortably. It is experienced that only the tourist with personal conveyance throng Basohli with their

Tiffin and bottles of water. Basohli, being situated at the eighteenth century trade route and also being the confluence of three states, is an ideal place to develop into a trade corridor and a dry port from where the trade with other states of the country in general and between three adjoining states in particular can flourish. Basohli can be developed into a trade center where produces from Bani Basohli Bhadarwah, Doda and Kishtwar; from Chamba, Kangra districts of Himachal Pradesh and Pathankot district of Punjab can be marked with ease and comfort. It is pertinent to mention here that Basohli has got good connectivity with other states via Atal Setu. Now Atal Setu Basohli has become the second gate way of the UT, which, not only entertains the tourist from other states but it has become the threshold of the entire world of tourism, spread over Doda, Kathua and Udhampur districts of the UT. While Atal Setu in itself is a tourist spot due to its unique technology and architecture, district Doda, Udhampur and Kathua are gifted with natural wealth and beauty, Basohli, Bani, Bhadarwah Doda and Kishtwar have the potential of offering multiple modes of tourism suiting to the different tastes of the tourists. It will not be an exaggeration if I comment that the panoramic and beautiful landscapes of these places are not second to any other place in both the UTs. But due to the non-utilization of the Atal Setu, the tourists and the devotees are compelled to opt Pathankot-Jammu route to reach Mata Vaishno Devi shrine and picturesque valleys of Doda, which costs them more than double in terms of time and money. Traveling to these destinations via Atal Setu is both short and cheap. The tourism industry of Doda Kathua and Udhampur districts depends most upon the utilization of Atal setu, as it will provide many opportunities of employment in the field of Hotel industry, tour n travel agencies boating, water sports and other small business. Establishing trade corridor, dry port and interstate market at Basohli- the confluence town, will not only generate new avenues of development, progress and employment but will boost the trade and tourism of these districts of Jammu region. The income so earned through the trade and tourism will definitely contribute to the coffers of the UT, otherwise the bridge Atal Setu, constructed at a cost of more than Rs 150 crores will become an exhibit and prove a white elephant for UT. The economy of UT can be enhanced through trade and tourism if Atal Setu is properly and judiciously utilized for the purpose it was constructed.

ly unacceptable. Even LG has also pointed out that this job package is just an economic package and should not be linked with the rehabilitation of whole KP community. Thus there is an urgent need to delink this job package with rehabilitation package. Talking of rehabilitation of KP community is humbug till a proper dialogue be initiated with them. The Kashmiri Pandits are the main stakeholders so before embarking on any plan for their return and rehabilitation the KP leaders must be first consulted. There is no denying the fact that various regimes expressed their intent to bring the Kashmiri Pandits back without any tangible plan and dialogue on the issue with them. Now amid targeted and selective killings of Hindu minorities in Kashmir, the PM package Kashmiri Pandit employees have fled the valley and are continuously agitating for their survival and existence from the last 116 days. It is very strange that day in and day out threat warnings are circulated on various social media platforms & the Kashmiri Pandits as well as other non-locals are being targeted and killed for no fault of theirs except that they do not subscribe to the thinking and destructive philosophy of the crusaders of Jihad. This is the testimony of the fact that the PM package KP employees won't be able to perform their duties in such a surcharged atmosphere of Kashmir and thus rightly they are demanding their relocation to Jammu province. The centre Govt must take some corrective measures in this regard and transfer all KP package employees to Jammu division so that their precious lives could be saved.

Vivek Koul,
Jammu

PROGRESSING J&K

Reformative interventions like IDDS, DEDS to boost dairy farming across J&K
Move aims to increase milk production, create employment avenues for youth

J&K Government is making reformative interventions to bring new dawn of White Revolution across Jammu and Kashmir, besides creating better livelihood opportunities for farmers and those associated with dairy production. With an aim of Doubling Farmers' income from dairy, the Administration is working tirelessly to ensure utmost priority is being extended to dairy development in the union territory by way of implementing various developmental schemes, initiatives, policies, among others. Integrated dairy development scheme (IDDS) is a major scheme which not only focuses on providing financial assistance, but also supports the dairy producer by providing milking machine, bulk milk cooling unit at 50 per cent subsidy as well as other benefits. The scheme also provides Paneer-making machine, Khoya making machine, Dahi making machine, cream separator, ice-cream making machine, butter & ghee making machine, milk van, milk ATM and DG Set, to aspiring entrepreneurs who aspire to create their start-ups in dairy sector. One of the dairy farming entrepreneurs, Sartaj Ahmed of Kulgam is grateful of Government for providing needful subsidy and other help for establishing dairy farm under Integrated Dairy Development Scheme (IDDS). "I sell milk in the locality. I am grateful to the Government for providing me the employment and supporting me to do something big on my own," Sartaj said. Similarly, Irshad Ahmad of Mattan, Anantnag added that IDDS launched by the Government helped youth like him to not only become independent but to provide employment to others also. "I started this dairy farm two years before. I am satisfied with the returns of the dairy farm and thankful to the Government for providing us avenue of employment," Irshad said. Dairy-farming has a great potential to generate huge employment in the UT and can contribute massively in the socio-economic transformation of the farming community. J&K Government is working on multi-pronged strategy to increase milk production and double the Dairy farmers' income. Big players like AMUL, in collaborative efforts with the Government have a major role to play in the promotion and growth of milk production and other related activities in the UT. To increase the production, government has started several schemes like dairy entrepreneurship development scheme (DEDS) which focuses on setting up small dairy farms. Under this scheme, 15000 dairy units of two cows each will be distributed as a special package for Jammu and Kashmir. Government is also working on cooperatives as it helps to make milk production profitable with Jammu and Kashmir milk producers cooperative limited (JKMPC) also working to raise the capacity from 50,000 LPD of milk production to 3 lakh LPD. Meanwhile, Lieutenant Governor, Manoj Sinha recently visited AMUL Plant at Anand District, Gujarat to have a first-hand appraisal of the facilities being put up for the milk production, processing and other related products. He discussed the modalities for promoting milk production and increasing its capacity in the Union Territory of Jammu and Kashmir, with active involvement of various stakeholders like AMUL.