

UNLOCKING POTENTIAL

Modi-The Architect of a Strong and Self-Reliant India

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The Union Territory of Jammu and Kashmir, often hailed as "Paradise on Earth," has long been synonymous with iconic tourist destinations like Srinagar, Gulmarg, Pahalgam, and Vaishno Devi. However, beyond these well-trodden paths lie countless lesser-known but equally captivating destinations that remain hidden from the mainstream tourism radar. The time is ripe to identify, develop, and promote these emerging tourist spots, thereby diversifying the tourism economy, creating employment opportunities, and showcasing the region's cultural and ecological richness.

The Government of Jammu and Kashmir, in collaboration with the Ministry of Tourism, has already initiated steps toward this goal by identifying around 75 offbeat destinations under the "Mission Youth" and "Tourism Mission" initiatives. These include scenic locations in districts such as Doda, Poonch, Rajouri, Kishtwar, Kupwara, and Bandipora - areas that boast pristine landscapes, rich heritage, and immense adventure tourism potential. However, to truly transform these places into viable tourist hubs, a comprehensive, sustainable, and community-driven development strategy is essential.

First and foremost, infrastructure development is key. Roads, connectivity, healthcare facilities, sanitation, and reliable communication networks form the backbone of any thriving tourist destination. Many emerging sites suffer due to poor accessibility or lack of basic amenities. Investment in rural infrastructure under schemes like PMGSY and UDAN (for air connectivity) must be fast-tracked, especially in remote areas with high tourism potential.

Secondly, sustainable tourism practices must be at the core of this development. Unplanned and unchecked tourism can lead to environmental degradation, cultural dilution, and resource strain. Lessons from overburdened destinations like Gulmarg and Manali show the need for a balanced approach. Eco-tourism, homestays, and responsible travel must be promoted, ensuring minimal ecological impact and maximum community involvement.

Another crucial aspect is capacity building and skill development** of the local youth. Training locals in hospitality, guiding, language skills, and digital marketing can transform them into stakeholders rather than mere beneficiaries. This will also check outward migration from rural areas by providing livelihood opportunities at home. Furthermore, digital and promotional campaigns tailored for specific markets - adventure, spiritual, heritage, and wellness tourism - can help place these destinations on the national and global map. Collaborations with travel influencers, digital content creators, and tour operators can generate awareness and curiosity about these offbeat gems.

The 17th of September is significant in history for a good number of reasons. On this day, artisans and workers across the country joyfully celebrate Vishwakarma Jayanti. It was on this day that Hyderabad was liberated from the cruel Nizam and the Razakars. And, on this day was born a statesman who has dedicated his entire life to the service of the nation and its people - our Prime Minister Shri Narendra Modi ji. This birthday of Modi ji is even more significant, as it marks his 75th year. On behalf of 140 crore Indians, I extend my heartfelt greetings to Modi Ji and pray to the Almighty to bless him with long life, energy and good health to achieve greatness for India.

Having worked alongside Prime Minister Narendra Modi ji for decades, I have deeply felt that his personality is beyond that of a politician. It embodies a mission-driven leader dedicated to the nation's welfare. For him, the rise of the nation and the well-being of its citizens are not just ideals but guiding principles. What makes his leadership unique is his constant focus on ensuring the all-inclusive model of governance. His policies and their implementation always emphasize that no individual or community is left behind in the development journey. For him, governance is not a tool of power but a medium of service. Under his leadership, numerous welfare schemes for the poor have not only been launched but have also achieved their intended goals successfully.

We can see that the Jan Dhan Yojana brought over 50 crore people into the banking system, scripting a glorious episode of financial inclusion; the Ujjwala Yojana freed millions of

households from smoke and gave them a life of dignity; Ayushman Bharat provided the security of healthcare to the poor; and the Pradhan Mantri Awas Yojana helped economically weaker sections realise the dream of owning a home. Whenever I look into the eyes of a beneficiary and see contentment and trust, I understand how Modi ji's governance is truly bringing the vision of public welfare to life.

As a Pracharak of the RSS, he travelled across the nation and engaged with all sections of society. He not only closely witnessed the soul of India but also experienced its inner strength. This later reflected in his governance, through his empathy for the poor and the marginalised. It was also as a Pracharak that Modi Ji acquired the art of organisation. Later, while recasting the Bharatiya Janata Party's organisation, he introduced innovative reforms that transformed the party's functional dynamics. I am fortunate that, as BJP's National President, I had the opportunity to implement his vision and organizational insights at the national level.

The hallmark of strong leadership lies in the ability to decide in difficult circumstances. In this regard, Modi Ji's leadership is made of a different metal. I have witnessed him maintain extraordinary patience and clarity of vision, even in the most challenging situations. Since 2014, there have been several occasions when the nation needed a bold and decisive steps. Modi ji firmly upheld the principles of leadership and made decisions in the interest of the nation. The historic demonetization and GST opened a new chapter in our economic reforms. The abrogation of Article 370 will be remembered as a decision that demonstrated not only political courage but also Modi ji's unwavering commitment to national unity and integrity. The erasing of the social evil of Triple Talaq was a bold step to protect the dignity and rights of women.

None of these decisions were easy. Many of them faced opposition, but Modi ji never wavered. He held firm the belief that the nation's interest must be pursued, regardless of resistance or criticism.

When the Covid-19 pandemic shook the whole world, Modi ji not only reassured the public but also advanced the country's industries, scientists and youth towards self-reliance. The world was anxious about India during the pandemic. But it was because of our astute leadership that not only was the vaccine manufactured in the country in record time, but through the technology-driven free vaccination campaign, we presented an exemplary model of Covid management to the world.

Under the leadership of Prime Minister Narendra Modi ji, India has repeatedly proved that national security and self-respect are sacrosanct for our national life. The surgical strike after the Uri attack showed the world that India will no longer remain a silent spectator to terrorism. The Balakot airstrike after the Pulwama incident further strengthened this resolve. Recently, 'Operation Sindoor' conducted on 7 May 2025 in response to the Pahalgam attack decisively established the policy that whenever the country's identity and the safety of citizens are messed with, India will respond with courage and determination. These actions not only strengthened the sense of confidence and pride among the people of India but also gave the message to the world that the new India is ready to face every situation to protect its national well-being.

Modi ji's strategy is unique in the field of foreign policy as well. Today, when he stands on an international platform and confidently puts forth India's stand, a wave of pride runs through all of us. While India was often seen as an emerging nation in the past, now under

Modiji's leadership, India is moving towards taking the role of a global leader. Be it the Paris Climate Agreement, the G-20 Conference, or the address given at the United Nations - everywhere his confidence has been a symbol of India's growing power and pride.

From what I know about Narendra Modi ji, I can say that his personality is not limited to policies and programs. He has a special charisma, which connects him directly with the public. His speech has the flair of spontaneity and simplicity, which makes him reach the hearts of the public. When he talks in the 'Mann Ki Baat' program crores of people feel that the Prime Minister is directly communicating with them. Be it a farmer from a village or a student from the city or a housewife, everyone starts feeling a sense of affinity with him. This is no common attribute.

Looking back, I see that Shri Narendra Modi Ji has empowered India not merely in economic and political terms, but also mental and cultural terms. Modi Ji, who has the right understanding of India's internal strength, has a vision that in 2047, when India completes 100 years of independence, our country should restore its stature as 'Atmanirbhar Bharat' and a great country, and to achieve this, he is advancing the country in this direction rapidly with his visionary policies. He has instilled the belief in every Indian that we are second to none in this world. In the last 11 years, under his leadership, the country has touched new heights in self-respect, self-reliance and self-confidence, which in my view is both historic and unique.

In fact, true leadership is that which dedicates every moment to the nation and whose vision looks far beyond the present into the future. Today, this personality of Narendra Modi ji is the biggest strength of India. (The writer is Union Home Minister)

PM Modi's Jan Sampark and Jan Samvedna

When most leaders stop at speeches, Narendra Modi goes further. He turns journeys into Jan Sampark and moments into Jan Samvedna. He celebrates a tribal woman reviving the Sauthali handloom in Odisha. He cheers on Pulwama's first night cricket match. He invites every citizen's feedback on Viksit Bharat. He inspires the world with Yoga for Humanity 2.0. His connection is not staged—it is lived. It is in the handshake, the letter, the story shared on the radio, and the pride of a community whose voice becomes national.



Jan Samvedna reflects empathy for people's struggles and aspirations, and Jan Sampark ensures continuous connection with citizens in every corner of the country. From Chai Pe Charcha and constituency-first rallies to multilingual speeches that honour local pride, he meets people, listens to them, and responds with both compassion and policy.

Technology strengthens this bond: the NaMo App enables participatory mobilisation, while Mann Ki Baat transforms citizen stories into national movements. In crises and in daily governance alike, gestures of empathy - such as consoling a grieving family or celebrating festivals with jawans - stand alongside large-scale delivery through schemes and reforms. Beneficiary voices, citizen experiences, and measurable outcomes together form proof-loops of trust.

Some Prominent Modi Yatras
Even before he became Prime Minister, Narendra Modi's political journey was

shaped by journeys that showed his understanding of what people wanted and his direct connection with them.

► **Somnath-Ayodhya Rath Yatra (1990):** Organised by L.K. Advani with Modi playing an important part, this journey shared the message of bringing back cultural values and national pride from Somnath to Ayodhya. It sparked a significant movement centred on faith and identity.

► **Ekta Yatra (1991-92):** The Yatra concluded with raising the national flag at Srinagar's Lal Chowk, with Modi leading its organisation. It was a strong demonstration of India's unity and independence.

► **Gujarat Gaurav Yatra (2002):** In Gujarat, Modi led this journey across the state to reconnect with the people and restore confidence. It helped people feel strong, proud, and hopeful about progress after a difficult time.

► **Swarnim Gujarat Sankalp Jyot Rath Yatra (2010):** As Chief Minister, Modi celebrated 50 years since Gujarat was formed. It shared the promise of a "Golden Gujarat" based on growth and collaboration among people.

Cultural Connect - Civilisational Confidence
Extending beyond campaign strategy, PM Modi's cultural outreach blends inclusivity with civilisational confidence -

reclaiming heritage and signalling peaceful coexistence.

Mann Ki Baat and the People's Padma elevate everyday achievers and unsung icons into a shared national pantheon.

This thread of inclusivity is also evident in his interfaith cultural grammar: India convenes and participates in dialogues with Buddhist, Muslim, and Christian leaders; hosts Korean monk pilgrimages and global Buddhist conclaves; and fosters people-to-people ties. PM's visits to mosques (from Indore's Saifee to Cairo's Al-Hakim and Abu Dhabi's Sheikh Zayed), churches (Sacred Heart, Delhi; Colombo),

Buddhist shrines (Bodhi Gaya, Lumbini, Sarnath, Kushinagar), and overseas Mandirs (BAPS, UAE) embody a visible respect for all faiths.

Building on these interfaith and cultural efforts abroad, India's "Buddha - not Yuddha" message, yoga diplomacy, and artifact repatriations project a soft power rooted in pluralism.
Jan Samvedna in Times of Crisis
That same philosophy of connection is vital in moments of uncertainty, when PM Modi steps closer to the people, speaking with reassurance and sharing their struggles. During the COVID-19 pandemic, this was clear when he led from the front and through his innovative communication, converted the battle against Covid into a mass movement. His televised addresses, Mann Ki Baat conversations, and NaMo App outreach translated complex policies into emotional appeals that

made citizens feel heard, responsible, and united.

Internationally, whether coordinating vaccine diplomacy or updating the public on rescue missions like Operation Ganga or Operation Dost, PM Modi's personal touch - speaking directly to students, families, and relief personnel - reinforced trust in government action.

Even during security crises, from Uri to Balakot to Galwan to Pahalgam, his words - ghar mein ghus ke mareng - combined resolve with reassurance, instilling national confidence.

This blend of clear messaging, human gestures, and symbolic acts - from celebrating Diwali with soldiers at the border to consoling the families of the affected - has ensured that crises become not just challenges but opportunities to deepen bonds with people. PM Modi's model of Jan Sampark and Jan Samvedna in times of crisis has transformed communication into a bridge of trust, turning anxiety into collective resilience.

Examples of this human touch in times of crisis abound. When Chandrayaan-2 faced a setback, his embrace of ISRO chief K. Sivan became a symbol of solidarity. Efforts like washing sanitation workers' feet are more than ceremonies; they show dignity, inclusion, and gratitude. Each action affirms that every contribution matters.

Humane Touch
This philosophy extends to everyday life as well. PM Modi's Jan Sampark is visible in daily interactions.

His warmth towards children during Pariksha Pe Charcha, is a prime example of his unique ability to establish connect with youth.

His endeavours like direct engagement with tribal communities in Chhattisgarh, and his invitation to transcend community members to his oath-taking ceremony demonstrate his outreach to historically marginalized groups. These acts of listening and sharing foster trust and a sense of belonging.

Diplomacy with a Human Face
PM Modi carries Jan Sampark and Jan Samvedna into diplomacy. His trademark hugs with world leaders, the adoption of Namaste as a global greeting, or the wearing of regional attire during visits all create human bridges that soften hierarchies and foster friendship.

By spinning the charkha at Sabarmati, joining Ganga Aarti with foreign leaders, or leading Yoga at the UN, he fuses cultural pride with personal presence, making India's traditions accessible and relatable worldwide.

Leadership in Action
Through all these gestures - whether consoling, celebrating, or simply acknowledging - PM Modi has shown that leadership is not only about policy but also about action. His model of Jan Sampark and Jan Samvedna proves that actions, often wordless, can carry empathy, respect, and connection more powerfully than speeches, binding people to their leader in moments both ordinary and historic.

Reviving Fruit Orchards After Flash Floods: Measures Suggested by SKUAST-J for Sustainable Fruit Production

PROF. (DR.) PARSHANT BAKSHI

Recent flash floods in the Jammu region have caused severe damage to fruit orchards, including mango, guava, citrus, aonla, and litchi plantations. These calamities not only harm standing crops but also weaken trees, making them prone to disease, pest attacks, and eventual mortality. To help farmers minimize losses and revive their orchards, the Division of Fruit Science, SKUAST-Jammu, has outlined a set of scientifically proven measures for immediate and long-term management.

► **Immediate Actions Post-flooding**
The first 7-10 days after flooding are critical for the survival and revival of trees.
► **Drainage of Stagnant Water**
► Stagnant water around the root zone leads to oxygen deficiency, root rot, and plant death.
► Create drainage channels to quickly remove excess water.
► Where soil is clayey, make small pits or trenches around the orchard to divert water.

► **Removal of Silt and Debris**
► Silt deposits on the root zone should be gently removed without damaging feeder roots.
► Exposed roots should be covered with sand mixed with FYM (Farmyard Manure) to prevent desiccation and encourage new root growth.
► **Spraying to Reduce Stress**
► Apply 0.2% potassium nitrate (KNO₃) or 0.5% urea spray to enhance physiological recovery of leaves.
► Spray plant growth promoters like seaweed extract (5 ml/L) or anti-stress formulations to improve plant vigor.
► For litchi and mango, apply carbon-

dazim (0.1%) or copper oxychloride (0.3%) to prevent fungal infections.

► **Orchard-Specific Management**
a. **Mango Orchards**

► **Root Zone Management:**
► Flooding causes root suffocation; loosen the soil around the base once it dries to improve aeration.
► Drench with Trichoderma harzianum @ 50 g per tree mixed with FYM to suppress soil-borne pathogens.

► **Pruning:**
► Remove broken, diseased, or dead branches.
► Apply Bordeaux paste (10%) to cut ends to prevent infections.

► **Nutrient Management:**
► Apply half the recommended dose of fertilizers initially to revive plants gradually.
b. **Guava Orchards**
Guava is sensitive to prolonged waterlogging.

► **Revival Technology of SKUAST-J developed in 2014:**
► For orchards planted on raised iron structures, remove accumulated silt and improve drainage.
► Trim damaged shoots and disinfect with copper oxychloride paste.
► Apply FYM + neem cake (2-3 kg/tree) along with phosphobacteria to rejuvenate roots.

► **Irrigation:**
► Take care of irrigation of these plants as it will help in new vegetative growth and also the high temperature may lead to drying of plants.
c. **Citrus Orchards**
► **Waterlogging Risk:** Citrus roots are

highly sensitive to anaerobic conditions.

► Create deep peripheral drainage channels to prevent further accumulation.

► Apply metalaxyl or fosetyl-Al drenching for root rot management.
► Foliar spray of micronutrients like zinc, iron, and manganese (0.5% each) for recovery.

d. **Aonla (Indian Gooseberry)**

► Aonla trees are hardy but suffer from root damage under prolonged standing water.
► Remove silt deposits and loosen soil to enhance aeration.
► Prune dead and weak shoots, and apply Bordeaux paste on cut surfaces.
► Apply vermicompost (10-15 kg/tree) to replenish nutrients.

e. **Litchi Orchards**
Litchi roots are very sensitive to waterlogging, which causes fruit and leaf drop.

► **Immediate Actions:**
► Open drainage outlets to reduce water stagnation.
► Spray carbendazim (0.1%) to control fungal infections.
► Apply seaweed extracts or amino acid sprays for stress relief.

► If roots are exposed, cover them with a sand + FYM mixture to protect root tips.

► **Pest and Disease Management**
► Flooded orchards create favorable conditions for pests and diseases.
► **Fruit Fly:** Install methyl eugenol traps or bait sprays in mango and guava orchards.
► **Stem Borer:** Scrape infested areas, clean with kerosene-soaked cotton, and plug with Bordeaux paste.
► **Fungal Diseases:** Regularly spray copper-based fungicides or systemic fungi-

cides at 15-day intervals until plants stabilize.

► **Soil Rejuvenation**

► Floods deplete soil fertility and structure.
► Incorporate organic matter such as FYM, green manure, or bio-compost to restore soil health.
► Apply gypsum @ 2-4 kg/tree if soil pH rises due to sediment deposits.

► Use biofertilizers like Azospirillum, Trichoderma, and Phosphobacteria to enhance root activity.

5. **Long-Term Strategies to Protect Orchards from Flash Floods**

To protect orchards from future flood damage:

► **Raised Bed or Mound Planting**
► For orchards in flood-prone or low-lying regions, trees like guava and citrus should be planted on raised beds or mounds or iron structures, at least 30-60 cm above the natural ground level.

► This prevents prolonged waterlogging around root zones, reducing risks of root rot, collar infections, and plant mortality.
► In areas with recurrent floods, permanent earthen bunds or terraces can be developed to elevate entire orchard blocks.

► **Intercropping with Soil-Binding Plants**

► Planting legumes (cowpea, pigeon pea, cluster bean) or fast-growing grasses (vetiver, Napier grass) between orchard rows helps bind the soil, preventing erosion and nutrient leaching during flash floods.
► These intercrops also improve soil fertility, add organic matter, and act as windbreaks, stabilizing the orchard

ecosystem.

► Deep-rooted intercrops can enhance infiltration and reduce surface runoff.

► **Proper Drainage Network**

► Constructing field channels, contour bunds, and diversion drains allows excess rainwater to move out quickly, preventing orchard submergence.

► Installing perforated underground pipes in waterlogged patches ensures faster percolation.

► Adopting rainwater harvesting ponds or check-dams nearby can convert floodwater into a usable resource for irrigation in dry months.

► **Adopt High-Density Planting Systems**

► Modern high-density planting systems (closer spacing with dwarf or semi-dwarf rootstocks) help maintain better canopy management and reduce storm damage.

► Raised planting platforms ensure the root zone is above the floodwater line.

► Compact orchard design allows easier access for post-flood drainage, cleaning, and recovery.

► **Crop Insurance and Financial Safety Nets**

► Farmers should enroll in government-backed crop insurance schemes (like Pradhan Mantri Fasal Bima Yojana in India) to safeguard against heavy economic losses from flash floods.
► Community-level insurance pools and microfinance support systems can be promoted for small orchard growers.

► **Soil Health and Mulching Practices**

► Applying organic mulches (straw, sugarcane trash, compost) around tree bases prevents soil erosion and improves infiltration.

► Flood-tolerant rootstocks and organic

amendments like biochar or vermicompost improve root strength and resilience.

► **Infrastructure Strengthening**

► Construct perimeter bunds or stone pitching around orchards located near riverbanks.

► Introduce live hedgerows (bamboo, gliricidia, vetiver) as bio-barriers against floodwater inflow.

► Use windbreak trees (casuarina, subabul) to protect orchards from storm winds associated with flash floods.

► **Disaster Preparedness and Early Warning Systems**

► Adoption of satellite-based flood forecasting and mobile-based warning alerts helps farmers take timely protective measures (like clearing drainage or harvesting early).

► Local farmer groups can set up community-level flood response systems for quick rehabilitation.

Flash floods pose a serious threat to the horticulture sector of Jammu, but timely intervention can save orchards and restore productivity. The guidelines suggested by Prof. (Dr.) Parshant Bakshi and his team at SKUAST-Jammu emphasize immediate rescue actions, scientific orchard management, and preventive planning to ensure sustainable fruit production even under changing climatic conditions. The farmers can also seek technical guidance from Division of Fruit Science, SKUAST-Jammu if they want to revive their orchards affected by flash floods.

By following these recommendations, fruit growers can not only revive their damaged orchards but also build resilience for the future.

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