

to Top-Gear

MISSION 676



THE TIMELINE



Kochi Metro

To commence on 31 December 2015.



Vizhinjam Seaport

Project partner to be finalized by August 2014.



Kannur Airport

Laying of foundation-stone of terminal on 5 July 2014; touchdown of maiden flight on 31 December 2015.



Smart City

Opening of 6.5 lakh sq ft building on 25 March 2015.



National Waterway 3

Kollam-Kottappuram National Waterway to be commissioned in 2014.



Suburban Rail

Follow-up works based on detailed project report to begin this year itself.



Development of Roads, including National Highways

Work on By-Passes; Four-Lane Roads and National Highways progressing in time-bound manner.



Student Entrepreneurship Programme

2000 start-ups before 28 Feb 2016; Employment to 20,000 and Building of 2 lakh sq ft.

30 welfare and development projects, supervised directly by ministers, plus projects of other departments.

- Planning Commission to come up with projects for the effective implementation of Annual Projects.
- Five-pronged approach under the Chief Secretary for making government services quick and efficient:

1. Right to Services
2. e Governance
3. Disposal of Pending Files
4. Right to Hearing
5. Simplifying of Administrative and Financial Procedures

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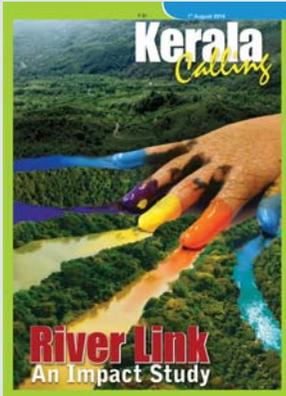
Kerala moving forward



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Finally on 27th of August 2014, Kerala witnessed yet another landmark decision that is destined for taking the evils of alcohol from the life of Keralites, when the Cabinet ratified the new Abkari policy.

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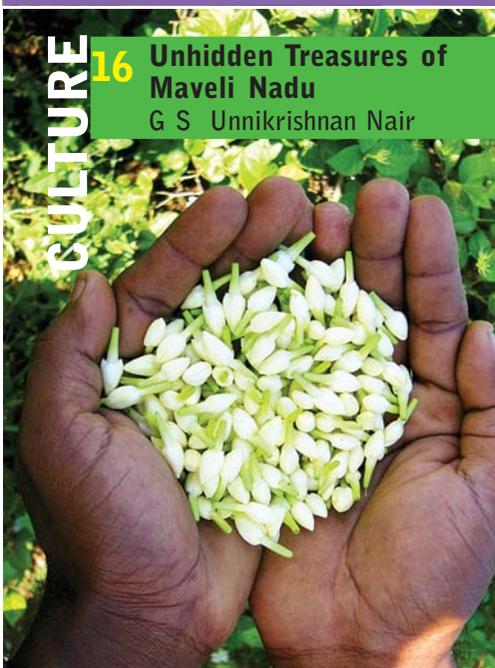
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CURRENT

Agriculture should be studiously approached. It should be a part of our education. Agriculture never is mere 'agri' but it is a culture. We should not fail to remember the lively farming culture we had which slowly but surely discoloured as period moved out.

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To a Liquor-free State

“...It is criminal to spend the income from the sale of intoxicants on the education of the nation’s children or other public services. The government must overcome the temptation of using such revenue for nation-building purposes. Experience has shown that the moral and physical gain of the abstainer more than makes up for the loss of this tainted revenue. If we eradicate the evil, we will easily find other ways and means of increasing the nation’s income.”

(Mahatma Gandhi, in Harijan on 21st September 1947)

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In a historic and daring move, the Government of Kerala has decided to purge the state from the fiery clutches of alcohol within 10 years. The land of Sree Narayana Guru and Adi Shankara will have been liberated from its slavery to alcohol by 2023. According to the newly framed Abkary policy, 312 bars currently functioning in the State shall be closed this year itself. From 2nd October, 2014 onwards, 10% of the outlets of the Kerala State Beverages Corporation and Consumer fed shall be closed down on an annual basis. Sundays shall become dry days. Bars operating in clubs shall also come under the purview of the new policy. The new policy aims at realizing a total ban on alcohol by 2nd of October 2023.

The government has planned to intensify campaigns in order to impart awareness against the consumption of alcohol and other intoxicants. For raising the fund for this campaign and also to rehabilitate the bar employees, a 5% cess will be levied from the sale of alcohol in the State.

The UDF Government has taken several measures to restrict the use of alcohol in our state ab initio. Justice Ramachandran Commission was appointed on 23rd January 2013 for framing a comprehensive liquor policy. From that day onwards no new bar licence has been issued. It is decided not

to open new Bevco outlets. Local Self Government Institutions were given power to decide whether new liquor shops were necessary or not. Three hours per day has been reduced from the time allowed for functioning of the bar hotels. The lower age limit for buying liquor has been increased from 18 to 21, and so on. Yet, it is admitted that the state is still plagued by the social menace “dipsomania”. Under these circumstances, the Government thinks that stringent measures are needed and this resulted in the framing of the new Abkari policy.

According to the Chief Minister, Oommen Chandy, the man behind this historic move, the new policy will usher in a new social reform in Kerala. The government was not worried about the loss in terms of revenue from the sale of alcohol; but was more concerned of the many-fold losses and damages arising from its consumption in the form of health issues, accidents and social disharmony.

The government says that it has given enough thought on the matter and now the stage has arrived whereby which the coalition partners in the UDF and also the society at large have felt the need for giving a start to the phased ban on alcohol in Kerala. Let us be part of this great move to make our state a “God’s own country.”

Mini Antony IAS
Editor- in-Chief



Minister for Culture and I & PRD, K C Joseph at the exhibition pavilion, conducted in connection with the State Photography Award

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PSC Online Exam Centre Inaugurated

Public Service Commission online exam centre was inaugurated by Chief Minister Oommen Chandy at the PSC headquarters. The Chief Minister also launched the Vacancy reporting software by handing over it to Opposition deputy leader Kodiyyeri Balakrishnan. Sashi Tharoor MP released a handbook stipulating the rules and practices followed in rotation at the PSC. K S Radhakrishnan Chairman PSC presided over the function. KELTRON and KEL had been entrusted with the online exam centre. C-DIT had provided necessary technological support. The exam for the post of Higher Secondary School Teacher Computer Science (Special Posting for Scheduled Tribes, Category Number 20/2013) scheduled on 29th August was the first exam held at the centre.

Academic City on the anvil

The State Government will soon launch a public limited company - International City of Kerala Limited - on the CIAL model for setting up an Academic City of international standards in the state. The proposal for setting up an Academic City in Kerala by a three-member panel was approved by the state cabinet. "The committee has recommended different locations for establishing the Academic City. A suitable location will be identified and necessary follow-up action will be taken," said

Chief Minister Oommen Chandy. As per the proposal, the City will be built on the lines of the Academic City in Dubai. The government will have 26 per cent share in the company on the lines of the CIAL. Apart from this, an Academic City Regulatory Authority under the Higher Education Department will also be formed. The Regulatory Authority will have seven members with an educationist as the chairman. It will also include teachers and scientists from international institutions. The

committee also proposed global educational meet every year. It was also proposed to organise road shows and fairs for the promotion of the Academic City as is done for tourism and industrial promotions.

The three-member committee comprising Additional Chief Secretary K M Abraham, Calicut University Vice-Chancellor Abdul Salam and Planning Board member G Vijayaraghavan had given the proposal after visiting Dubai Academic City in December 2012.

Cyber crimes will be an issue for future generations: CM

Cyber crimes would be a big threat for future generations as per the current trends said Chief Minister Oommen Chandy while delivering the keynote address during the conclusion of the two-day international meet on 'Security and Hacking Conference' that was held in Kochi. He urged the police personnel to gear up their resources to tackle this growing menace effectively. Kerala aims to achieve 100 per cent digital literacy in the next three years. We intend to equip at least one person in each household to gather information and knowledge with the aid of computer and Internet. Our e-Governance initiatives are also progressing well; but the situation needs extra caution as it can also

lead to misuse. We need to be well-prepared to tackle cyber crimes and that the Government of Kerala and Kerala Police would sustain its efforts for ensuring law and order in the society and will also strengthen vigil against cyber crimes.

According to the chief minister, Kerala is estimated to have nearly 4 lakh mobile phones and nowadays financial transactions are also done through them. This again has given rise to situations for cyber crimes. Criminals around the world are now resorting to cyber crimes and mobile phones are fast emerging as a handy tool for such crimes the Chief Minister added.

Message of Daiva Dasakam still relevant

The message conveyed by Sree Narayana Guru through Daiva Dasakam, which depicts in 10 verses his vision of God, remains relevant even after 100 years, Chief Minister Oommen Chandy has said. Inaugurating the centennial celebrations of the prayer-poem the Chief Minister said the inclusion of the same in the State's school curriculum, along with studies on the Guru, would go a long way in inculcating the Guru's teachings in the minds of the young generation.



Dying-in-harness: Norms relaxed

The State Government has decided to relax the rules to give appointments to eligible candidates based on their qualifications, rather than posting them to last grade or LDC posts. This decision would help thousands of people joining the state service under the dying-in-harness scheme. Explaining the Cabinet decision in this regard Chief Minister Oommen Chandy said a decision has been taken to ensure that people with

higher qualifications are given posts which match their qualifications.

As of now, dependants of government servants who join the service under the dying-in harness scheme are given either posts of last grade, LDC or Assistant Grade irrespective of qualifications. The service rules have been waived at times, only for some exceptional cases, taking into consideration outstanding service records of

the deceased or some other similar situation. Now a decision has been taken to give eligible persons appointments matching their qualification. The Chief Secretary has been assigned to make necessary amendments in service rules so as to bring in these changes," the Chief Minister said.

The Chief Minister pointed out there is demand from various corners to bring in necessary changes in the manner of

appointments to posts under the dying-in-harness scheme. Under the proposed changes, dependents of the deceased can join the junior most post that suits their qualification. Till now, somebody who is qualified to be a doctor or engineer can also join only as last grade or LDC under this scheme. That will change once the rules are changed," the Chief Minister added.



Minister for Power Aryadan Mohammed inaugurating the State level distribution of Solar Lanterns.

Award for B R P Bhaskar

Cultural Affairs Minister K C Joseph has said that journalist and social activist B R P Bhaskar was selected for the state government's annual Swadeshabhimani Kesari Award. The award, which carries a cash prize of one lakh and a citation, would be presented by Chief Minister Oommen Chandy in Thiruvananthapuram this month. B R P Bhaskar was selected by a three-member jury consisting of K L Mohanavarma, N R S Babu and K A Muralidharan, the Minister said.



Encourage Low cost farming

Agriculture experts were called upon to introduce low cost farming techniques such as the System of Rice Intensification method to rejuvenate paddy cultivation in the state by Minister for Youth Affairs P K Jayalakshmi while inaugurating the Natty-2014.

Many farmers had shifted from paddy cultivation to more profitable crops owing to the increasing cost of production and low returns. This had led to a sharp decline in acreage under paddy in the state and it had adversely affected the water storing capacity of the soil. Paddy cultivation should be promoted in order to ensure food security and conserve water, the Minister added.

CM Promises Banking Facilities for All

Chief Minister Oommen Chandy assured comprehensive banking facilities to all people in the state after inaugurating Pradhan Mantri Jan Dhan Yojana. Banking facilities will be provided to all families. The programme aims at distribute the government subsidies to people through these bank accounts, the Chief Minister said.

Though the state leads among other states in the number of

bank accounts, all families in the state do not have bank accounts. Eight lakh new bank accounts had been started in the state since August 16 as a result of campaigns by banks. It was a great stride in the history of banking when Indira Gandhi nationalised banks thus giving the ownership of bank assets to the populace. It created awareness among banking officials about their social

responsibility, added the Chief Minister.

Finance Minister K M Mani said that new banks would be started in gram panchayats which do not have one and presence of at least one bank would be ensured in every five sq km. Ministers K C Joseph and V S Sivakumar, Chief Secretary E K Bharat Bhushan, and others participated.

CRZ committee members meet CM

In a meeting held with members of the Coastal Regulation Zone (CRZ) committee, Chief Minister Oommen Chandy expressed Kerala's practical difficulties due to certain regulations of CRZ. The chief minister told

the CRZ committee members that the regulations posed several difficulties to the fishermen and others that depend on the sea for livelihood and is also a matter of concern for the tourism sector in the State. The CRZ committee chairman Dr Shailesh Naik said

that the committee would try to understand the issues with utmost clarity and then come up with appropriate solutions. The meeting with the seven-member CRZ committee was also attended by ministers P K Kunhalikutty, K Babu, Chief

Secretary E K Bharat Bhushan, Secretary for Home Nivedita P Haran, Fisheries Director Mini Antony and senior officials of various departments.





Minister for Youth Affairs P K Jayalakshmi inaugurating the Website of Youth Commission

Neera Production will enhance farmer's profit

Neera production was bound to enhance the profits of coconut farmers in the State and the KAU's contribution would be remembered as a milestone in developing farmer-friendly technology, said Chief Minister Oommen Chandy. Inaugurating the neera plant at the College of Agriculture (CoA), Padannakkad, the Chief Minister said the Kerala Agriculture University was an important institution and hence its requirements would be considered with a positive attitude. The Chief Minister also inaugurated the new farm office,

postgraduate block and women's hostel annexe.

Minister for Agriculture K.P. Mohanan, in his presidential address, said that a Centre of Excellence in Organic Agriculture would be established at Nileswaram as part of the centenary celebrations of the Nileswaram agricultural farm, attached to the CoA. The Minister promised full financial support for the new centre, which would be the epicentre of activities to make Kasaragod the first fully organic district in the State.

New Chairman for Chalachithra Academy

Film maker Rajeev Nath has been appointed Chairman of Kerala State Chalachithra Academy. The Government also have reconstituted the executive committee and general council of the Academy with Joshey Mathew as Vice Chairman. A new committee has been constituted for conducting the 19th IFFK.



Liver Transplantation Unit in MCH

The government will give more importance to organ donation activities, Health Minister V S Sivakumar said that the first cadaver liver transplantation unit in the public sector will begin in December at the Medical College Hospital (MCH). The MCH will also get a multi-disciplinary ICU like the one which started functioning in the Thrissur Medical College Hospital this month, the Minister said while inaugurating the 29th National Eye Donation Week here.



Rare Molluscan Species collected

A rare Gastropod molluscan species Volva volva belonging to the family Ovulidae has been collected from the Sakthikulangara beach area, Kollam by Dr. Sainudeen pattazhy, Environmentalist and Associate professor in zoology, S.N.College, Kollam. In some countries this species is also called as Shuttlecock volva owing to its characteristic shape. This species is very protected and has been included in the Schedule 1 of Wildlife (Protection) Act 1972 Part 1V (B) of Mollusca on 11th July 2001. Central Marine Fisheries Institute (CMFRI) Scientists Dr.K.K.Appukuttan (Rtd.) and Dr.K.Sunilkumar Mohammed also stated that this species is very rare in India.

Mainly it is being collected for its elegant shell and in foreign countries its marketing price is 20 dollars per shell. Volva volva is wide spread only in the Indo-west pacific, from East Africa to Melanesia; north to Japan & South to northern New south Wales. Shell spindle shaped in outline; anterior and posterior extremities very long and slender, Outer lip smooth and no operculum. This species has been caught in 40 meters deep muddy part of Sakthikulangara Beach. Shell is smooth and polished having a length of 13 cm.

According to Dr. Pattazhy over exploitation of Molluscs for commercial purpose will lead this species to endangered and extinction. Dr. Pattazhy sent request to IUCN yesterday that Vova volva ought to be included in the endangered category.



Independence Day Message of the Chief Minister

Indians world over celebrate the 68th Independence Day today with utmost pride and self-confidence. During the past seven decades, lot of developments had taken place in our country, which makes us all happy as an Indian. Our country is now a

secularism close to our heart. Our achievements so far are on a par with any other nation.

Governments at the centre have implemented various revolutionary measures to uplift the millions of poor. Mahatma Gandhi Employment Guarantee Scheme, Prime

Minister's Gram Sadak Yojana, Right to Education, Right to Information, Right to Food etc. have transformed the lives of millions. Now we want health and housing as our rights. These achievements motivate us to aim for more in the future. Nevertheless, we have lot of issues at home to be settled. But it would be unfair on our part to ignore our achievements and forget those who have sacrificed their lives for our nation. I bow my head before the glorious memories of those thousands who have sacrificed their lives for our country. I also admire the great sons of our country like the father of our nation Mahatma Gandhi, architect of modern India Jawaharlal Nehru, architect of our Constitution Dr. B. R. Ambedkar, Iron Man of India Sardar Vallabh Bhai Patel, Subhash Chandra Bose, who were all instrumental in building India and leaders like Indira Gandhi and Rajiv Gandhi who gave their lives for the nation and all those who have worked with them; I remember all of them with reverence. Their memories would continue to remain with us.

Iraq and Libya and the dwindling NRI remittances are giving us alarming signals. It would be our loss when a drive for nationalization takes place elsewhere in the world. In this backdrop, Kerala should now look forward to adopt inclusive growth, rather than depending on external fortunes. This requires sustainable growth and long-term programs.

Kerala has been recording 7 to 8 per cent annual growth in the past few years, which is considered as one of the best. Still, the economic disparity between 10% of the upper strata and 10% of the lower strata is growing. It is in this background that the Kerala Government has given the approval for a long-term program called Vision 2030, modelled after Nordic nations, where the growth rate is excellent and economic disparity minimum. This is the first time that a State in India has come up with such a program that goes beyond a decade. Along with this, Kerala would emerge as a State where development and care will be assured with



major economic, military and political power among nations. We have become self-reliant after overcoming days of dependence for food-grains and clothes. We were able to make giant leaps in the area of science and technology. Ours is the world's largest and strongest democracy. We have overcome wars and terrorism and strongly held

Minister's Gram Sadak Yojana, Right to Education, Right to Information, Right to Food etc. have transformed the lives of millions. Now we want health and housing as our rights.

These achievements motivate us to aim for more in the future. Nevertheless, we have lot of issues at home to be settled. But it would be

Kerala can be proud of its achievements. Its advancement in the areas of health, education and service sector have resulted in a new global paradigm. Interestingly, Kerala bears the impact of issues happening at the international level. Problems that erupted in



the timely implementation of Mission 676 programs. The Navarathna projects, which are meant for enabling Kerala to make remarkable leaps, are progressing in a timely manner. Start-up ventures launched for student-entrepreneurs in Kerala have become a role model for the country. The government of Kerala is taking all efforts for our youngsters to work and thrive in the State itself.

If independence has to be meaningful, it should embrace all sections of the society. Taking this into account, the government would like to declare some new projects for the welfare of cancer patients, homeless, visually-challenged and for people belonging to the lowest strata of the society.

1. Cancer treatment at government hospitals shall be made free-of-cost and it shall be extended to more places. Separate wing for cancer treatment to be formed in all district hospitals. This cancer care project known as 'Sukritam' is to be implemented with funds mobilised through

- public-private participation.
2. 25,000 houses shall be built and given to the poor within two years. This is in addition to the existing housing projects. Corporate Social Responsibility funds of large business establishments and financial aid of the State government shall be utilised to build the houses. Rs.3 lakhs is estimated cost of one house.
 3. Free laptops shall be given to visually-challenged students in colleges and universities; and also free mobile applications and modern technologies. Interactive web portals shall be launched and government websites made user-friendly for the visually-challenged.
 4. A comprehensive programme to make everyone in Kerala e-literate within the next 3 years shall be launched. The project is to be implemented through the internationally recognized 'Project Akshaya'.
 5. In the first phase of the project, noon-meal shall be delivered in the city of Thiruvananthapuram and its surroundings. At a later stage, this initiative shall be introduced to other cities of Kerala.

All these five programs shall be implemented before October 2nd, Gandhi Jayanthi Day.

I salute our mighty democratic nation and the billions who hold its values firmly. My Independence Day greetings to Indians around the world.

Jai Hind ■





Kick..ed Off

On 27th of August 2014, Kerala witnessed yet another landmark decision that is destined for taking the evils of alcohol from the life of Keralites, when the Cabinet ratified the new Abkari policy.

Kerala, noted for its outstanding physical quality of life, the scourge of alcohol is fast eroding the harmony of its society in more ways than one. Since time immemorial alcohol and its variants have been an integral part of many societies and culture around the world. But, if we examine the situation in Kerala, we can understand one thing very clearly. Except from naturally derived toddy, we should not have resorted to other forms of alcohol, since they did not suit our weather and lifestyle. But, we did so, because of our inherent trait to ape the Western world. Not just alcohol, but many such unwarranted aspects have crept into the lifestyle of Keralites; especially in the past two decades or three. Consumption of alcohol has become a status symbol; a way to get intoxicated; an essential ingredient during celebrations and socializing. And the outcome. Kerala has emerged as the

leading State in India in terms of alcohol consumption, beating Punjab about a year ago. Yet another hallmark for God's Own Country.

The burgeoning trend of alcohol consumption in Kerala has led to increase in crime rate, disintegration of families, steep rise in road accidents from drunken driving, mounting health expenses due to excess alcohol consumption and rising numbers of divorces. The State has the highest per capita consumption of liquor in the country at 8.3, followed by Punjab at 7.9 litres, while the national per capita consumption is 4 litres.

Interestingly, more than 40% of Kerala's revenue is from the sale of liquor and the revenue share to the State's exchequer have registered a 100% rise over the past four years. Kerala also battles the threat posed by a thriving black market liquor trade. Even the president of India expressed concern on the rising trend of alcohol

consumption in Kerala, few years ago.

The circumstances in Kerala have finally prompted the society at large and the political will eventually paved the way for the government to go for phased ban on bars and the sale of liquor through the government outlets like the Kerala State Beverages Corporation and Consumerfed.

And finally on 27th of August 2014, Kerala witnessed yet another landmark decision that is destined for taking the evils of alcohol from the life of Keralites, when the Cabinet ratified the new Abkari policy. The new policy would see to it that 312 bars currently functioning in the State are closed down this year itself. Also from 2nd October, 2014 onwards, 10% of outlets of the Kerala State Beverages Corporation and Consumerfed will be closed down on an annual basis. By this rate, every year, out of the total 318 outlets of Kerala State Beverages Corporation, 34 will close down; it will be 5 out of the 44 in



Kerala would incur a loss of Rs 8000 crore due to the ban that is more than one-third of the State's annual plan outlay. The state will have to forgo this revenue for the sake of a healthy and harmonious society in the years to come

the case of Consumerfed outlets. The new Abkari policy will also increase the number of dry days to 52 in Kerala by including Sundays. This will come into effect from the first Sunday after 2nd October, 2014. The new policy aims to realize complete ban of alcohol in Kerala by 2nd of October 2023.

According to the Chief minister Oommen Chandy, the new Abkari policy would usher in revitalizing the Kerala society. The government was not worried about the loss in terms of revenue from the sale of alcohol; but was more concerned from the many-fold losses and damages arising from its consumption in the form of health issues, accidents and social disharmony. He also said: "We have given enough thought on the matter and now the stage has arrived where by which the coalition partners in the UDF and also the society at large have felt the need for giving a start to the phased ban on alcohol in Kerala." Though the UDF Government had taken several measures to limit the use of alcohol in Kerala, it is certain that alcohol still continues as a social danger. Under these circumstances the government

thinks that more measures are needed.

The present decision not to grant new liquor license to 1-star, 2-star, 3-star and 4-star hotels will be applicable to all bars in the State. Sanction will not be given to the 418 bars that are currently closed. This will be applicable to the 312 functional bars (total 730 bars). After April 1, 2015, only 5-star hotels in Kerala will have bars. Further, the new policy will also ensure that no new outlets of Beverages Corporation are opened.

Kerala Alcohol Education Research, Rehabilitation and Compensation Fund (KAERCF) will be formed with voluntary donation of a day's salary of Keralites residing inside and outside the State has been sought by the government. KAERCF will be utilized for various awareness campaigns against the evils of alcohol consumption. On the other hand the government has also come up with Punarjani 2030 for rehabilitating the employees of bars that will be closed down (other than those attached to hotels) and for persons addicted to alcohol. The fund for this will come from the 5% cess

levied from the sale of liquor in Kerala. Apart from these two interventions, the Excise department will have its own assistance programme by which it would rehabilitate the staff of Beverages Corporation outlets, who would lose jobs with the closure of a certain percentage of outlets on an yearly basis.

Liquor has seeped into almost every aspect of social life in Kerala. It has become an inseparable companion in hour of triumph as well as tragedy. Ironically, the seeds of the ban were sown by a court order that disallowed 418 bars from operating because they did not have adequate facilities. Kerala would incur a loss of Rs 8000 crore due to the ban that is more than one-third of the State's annual plan outlay. The state will have to forgo this revenue for the sake of a healthy and harmonious society in the years to come. ■

The writer is Assistant Cultural Development Officer, I & PRD



Unhidden Treasures of Maveli Nadu

According to TRIPS, Geographical indications are indications which identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin. 20 products from Kerala have got geographical indication registration so far.



Onam is the celebration of our rich tradition, cuisine, clothing, culture and harvest. However modern we become and wherever we live, it is nostalgia for Malayalis to wear Kerala dress, eat traditional Onasadya on plantain leaves and sing, dance and celebrate to the rhythm of their motherland. The clothing, food and handicraft connected with festivals such as Onam are our valuable possessions created by the peculiar natural features, climate, culture, tradition and lifestyle.

Every region has its claim to fame. Christopher Columbus sailed from Europe to chart out a new route to capture the wealth of rich Kerala spices. English breeders imported Arabian

horses to sire Derby winners. Kashmiri Saffron, Darjeeling Tea, French Champagne, China silk, Dhaka muslin, Venetian glass; all were much sought after treasures. Such reputations were cautiously built up and painstakingly maintained by the masters of that region, combining the best of Nature and Man, traditionally handed over from one generation to the next for

which was part of World Trade Organisation (WTO) negotiations. In India, the bill – the Geographical Indications of Goods (Registration and Protection) 1999 – was passed by both Houses of Parliament and received the assent of the President on 30th December 1999. It came in to the statute books as “The Geographical Indications of Goods (Registration and

Protection) Act, 1999”. The Act came into force on the 15th day of September 2003 and the Geographical Indications Registry was established at Chennai. According to TRIPS, Geographical indications are indications which identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin. 20 products from Kerala have got geographical indication registration so far.

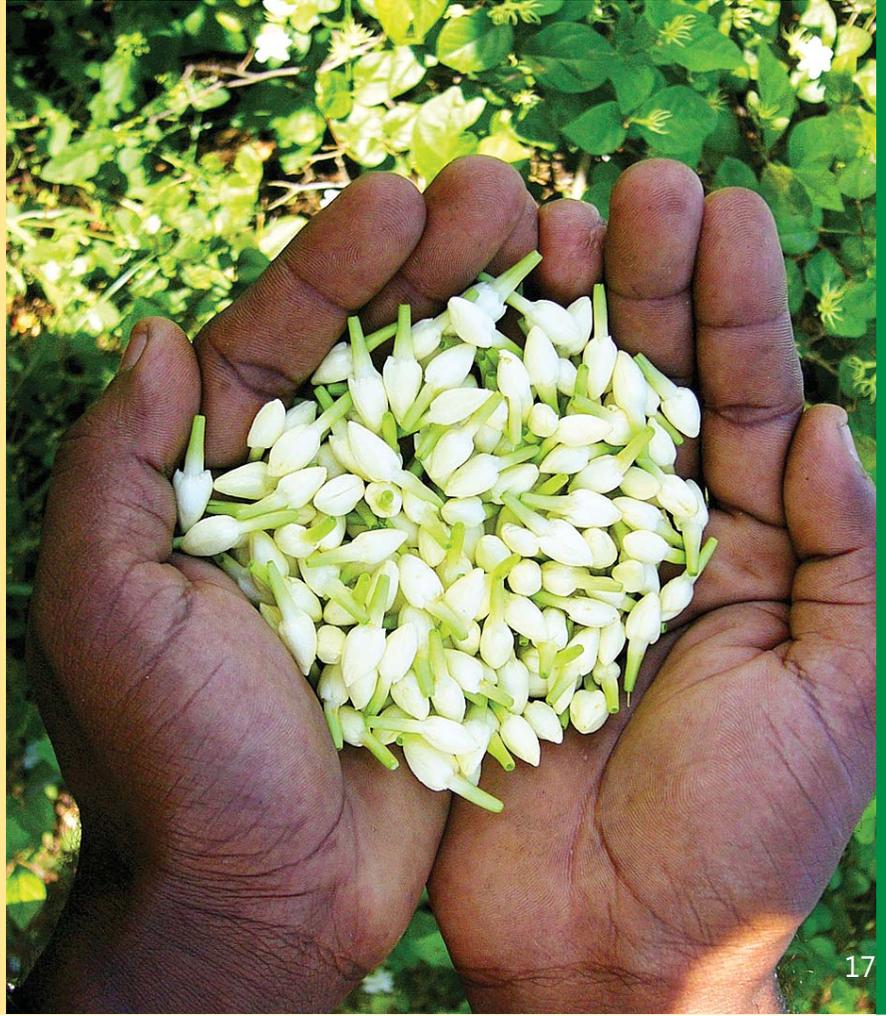
Festive Fashion

Along with the artistry of weavers, the Kerala handloom industry demonstrates the richness and diversity of our culture. Sarees from Balaramapuram, Kuthampully and Kasargod, as well as the Chendamangalam Mundu (dhoti) have received the Geographical Indication (GI) registration. Chendamangalam, in Ernakulam district is an important handloom centre in Kerala, famed for



centuries. Gradually, a specific link between the goods and place of production evolved resulting in growth of geographical indications. In 1999, the Indian Parliament passed the Geographical Indications of Goods (Registration and Protection) Act, 1999. This Act seeks to provide for the registration and better protection of geographical indications relating to goods in India.

While Intellectual Property Rights (IPR) like Patents, Designs, Trademarks and Copy Rights are either individual or corporate IPRs, Geographical Indication (GI) is a community-level IPR. GI came into effect internationally in the year 1995 under TRIPS (Trade Related Intellectual Property Rights) –



Kasargod Saree, known for the tradition of 75 years has won the geographical indication tag in 2008. It is made of high quality yarn and in beautiful designs, quality, color patterns and borders. Though it is a traditional design, the Kasargod sarees have long life and lasts up to 15-to 20 years.



its fine weaving and special effects. The distinction of these fabrics is in its plain structure that produces a special effect in weft direction. Double dhoti and Mundu and Neriyathu are famous Chendamangalam products. Besides these, Sarees and other handloom fabrics are also produced here.

Kuthampully Saree is a type of Sari traditionally made by weavers from Kuthampully village in Thiruvilwamala Grama Panchayat of Thrissur district. This Saree is distinguished by its borders. It is weaved by mostly Devanga community who came from Mysore State. Devangas are known for good craftsmanship in weaving clothes of all varieties and they weave superfine quality cotton clothes. Cochin Royal Family brought the traditional weavers about five centuries ago for weaving clothes exclusively for the royal. In 2011, the Kuthampully Saree got exclusive Intellectual Property rights.

Kasargod Saree, known for the tradition of 75 years has won the geographical indication tag in 2008. It is made of high quality yarn and in beautiful designs, quality, color patterns and borders. Though it is a traditional design, the Kasargod sarees have long life and lasts up to 15-to 20 years. Applying a special kind of paste makes the saree strong and long lasting. The

product is free from shrinkage and fading.

The prestigious Balaramapuram Sarees is the first handloom product in Kerala to receive the Intellectual Property Rights protection. Balaramapuram in Thiruvananthapuram district is one of the historically important places for weaving of fine cotton sarees and fabrics. Crafted from cotton yarn and kasavu, these sarees are renowned for their simplicity, exquisite designs and the heavy embroidery work. The weaving activities were initiated in the beginning of the nineteenth century during the reign of Maharaja Balarama Varma. It was his efforts that brought weaving families from Tamilnadu, who settled in Balaramapuram. He provided initial financial assistance to these weavers to start business.

Rice-unique, Organic

During olden days unpolished brown rice was only eaten during onam and other festivals. Kaipad is a unique coastal wetland rice production tract of North Kerala (Kozhikode, Kannur, and Kasargod districts). The rice produced from this particular ecosystem is purely organic. It is an integrated rice-fish system featured with rich biodiversity of flora and fauna, organically rich soil, mangroves, and

migratory birds. Mangroves provide breeding sites for fishes and prawn. Rice farming in *Kaipad* is carried out in a natural way relying on the monsoon and the sea tides. Saline tolerant land races of rice like *Orkayama*, *Mundon*, *Kandorkutty*, *Orpandy*, *Odiyan*, *Punchakayama* and *Kuttadan* are cultivated here. Rice produced in Kaipad farming system is red in color and it is non-sticky and tasty. The volume expansion of cooked rice ranges from 3.2-3.5 mm. It is richer in iron content than 'Njavara', the rice variety with medicinal qualities. Fat content in this variety is less than the popularly consumed 'Jyothy' variety. Calcium content in Kaipad rice is also on a par with that of 'Njavara'.

Even though the product from Kaipad is purely organic and highly nutritious, nothing much was done to explore the value of organic rice for the benefit of farmers. But all this is going to change as Kaipad rice has been registered in the Geographical Indications Registry during 2014. Members of the Malabar Kaipad Farmers' Society of Kannur and the Centre for IP Protection in Kerala Agricultural University (KAU) received the registration certificate from the GIR, Chennai. The GI tag may help the farmers gain more commercial benefits,

as it would improve the market prospects of the rice variety.

Geographical Indication Registration of Navara was done during November 2007. Navara has an important place in the Ayurvedic system of treatment and is used, alone or in combination with other herbs to treat many diseases. Navara rice is of two kinds, the white glumed (husked) and black glumed. The 12th century Ayurvedic text, Ashtangahridayam, describes the medicinal values of Navara. It is having properties to rectify the basic ills affecting the circulatory respiratory as well as digestive system. Njavara is mainly used for the preparation of Njavara kizhi, which is an effective remedy for rheumatic complaints, neuro muscular disorders and body rejuvenation. It is traditionally given as a supplementary diet to the under-weight and also consumed as a replenishing drink called 'Karkada kakanji' during the monsoon season along with certain other herbal medicines.

It was during 2008 that the Palakkadan Matta got the Geographical Indication (GI) tag for being a rice variety with a distinct taste. Under the registry, there are 10 varieties of the Palakkadan Matta rice: Aryan, Aruvakkari, Chitteni, Chenkzhama, Chettadi, Thavalakannan, Eruppu, Poochamban, Vattan Jyothy, and Kunjukunj. The Palakkadan Matta is described as bold red rice with a unique taste because of the geographical area it is grown in and the peculiar weather there owing to the eastern wind. This rice is fibre rich because of bran intact and rich in many nutrients and hence is the best to feed infants and kids. According to studies, Brown Matta rice is a rich source of magnesium, a mineral that acts as a co-factor for more than 300 enzymes, including enzymes involved in the body's use of glucose and insulin secretion.

The name Pokkali refers both to the peculiar system of 'rice cultivation' in vogue in the coastal saline soils of Kerala extending over the districts of Ernakulam and Alappuzha which is under the influence of tide and are overgrown with mangroves and also

the salt tolerant traditional 'rice cultivars' grown in this tract. One season of rice farming is alternated with another season of prawn culture. Pokkali rice, which is grown only on a few hundred acres in the coastal areas of central Kerala, was awarded the GI tag in 2008. The large-grain rice has a distinct flavour and commands a higher price than ordinary varieties. As pokkali is cultivated organically, many medicinal properties are attributed to this variety of rice. It is also globally well known for its salt-resistant genes that have been studied using modern biotechnological tools.

Jeerakasala and Gandhakasala are scented rice varieties grown in Panamaram, Sultan Bathery and Mananthavady in Wayanad district. They are cultivated chiefly by Wayanad Chetti, Kuruma and Kurichya communities. Reference about Jeerakasala and Gandhakasala can be found in the age old Malayalam books written on the basis of old verbal recitation in Malayalam called "Krishi Gita" describing the whole agricultural practices followed in Malayalakkara, present day Kerala, during the 17th century. Two separate applications for both the varieties were filed by Kerala Agricultural University and Wayanad Jilla Sugandha Nellulpadaka Karshaka Samithi and have been granted

registration during 2010 under class 30 of the Geographical Indication Act.

Wonder Crafts

The "Aranmula Kannadi" is a very special type of metal mirror produced only in Aranmula village of Kerala. The mystery of its production is a family gift handed over through generations. The artisans' believe that the composition of the metal mirror is divine and some undisclosed metals alloyed with silver, bronze, copper and tin are responsible for the distortion-free images. During 2005 GI tag was given for this exquisite product.

Payyannur Pavithra Mothiram, a unique handmade gold and silver Finger Ring made by traditional artisans of Payyannur, Kannur was granted GI during 2004. The Pavithra ring is unique for its 'Pavithra Knot' at the centre of the ring. There are three lines on the ring which represent the three 'Nadis' viz. Ida, Pingala and Sushumna. The GI tag ownership given for this ring was suspended in 2012 as several people staked claim to it. The latest meeting of the consultative group held in Bangalore on March 11, 2014 decided to keep the claims suspended, as none of the applicants were able to completely protect the rights of the artisans. According to Geographical Indications Registry, Chennai, The Payyannur Pavithra Mothiram still





enjoys GI status, but GI Registry has decided not to give ownership of the status to any individual, group or society because that will not help the community of artisans that make the ring. Alleppey Coir Handicraft, Brass Brodered Coconut Shell Crafts, Screw Pine Craft, Maddalam of Palakkad and Cannanore Home Furnishings are the other products that were given GI under this category.

Travancore Jaggery

Central Travancore Jaggery was given GI during 2010. Made organically from fresh sugarcane juice, it has high iron content. This jaggery is much preferred for making "Sarkara pradhaman". The Kerala Agricultural University and two farmer societies, Garkhandhasari Industrial Cooperative Society, Kottayam, and Madhya Thiruvithamcore Karimpu Vikasana Samithy, Alappuzha applied for the GI registration. The Central Travancore Jaggery (Sarkkara) is produced in solid, semisolid, liquid or powder form having very sweet taste, flavour and golden brown to brown colour. It is produced in different forms from sugarcane grown in the riverbanks and nearby places of Pampa, Manimala, Achenkovil and Meenachil rivers, in Kottayam and

Pathanamthitta Districts and Chengannur Taluk in Alappuzha District of Kerala. It is prepared locally by boiling the sugarcane juice obtained by mechanical crushing of the cane. The origin of the production and export of jaggery can be traced back to Thiruvithamcore Kingdom in the early nineties.

Malabar Pepper, Alleppy Cardamom and Vazhakkulam Pineapple are the other Agricultural commodities of Kerala, which got GI registration. Alleppey green cardamom, a grade that is internationally accepted, gets its name from the tradition of



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trading the commodity through the port of Alleppey, now Alappuzha, years ago in Kerala.

Malabar pepper is often referred as black gold. Long before oil was discovered under the desert sands, it was the lure of this spice that had launched a thousand ships. Columbus reached the West Indies, but it was the

Malabar Coast that was his real destination. The treasure he was seeking to trade was pepper. The Seafarer, who did reach the pepper coast, Vasco da Gama, wanted his men to take back saplings. King Zamorin of Calicut (now Kozhikode) was unfazed. "They can't take along our monsoon," he is supposed to have famously said. How right he was. Without the unique southwest monsoon, there can be no malabar pepper for it is the monsoon rains that cause pollination in local pepper vines. Centuries after Vasco da Gama, the distinctive nature of malabar grade 1 and thalassery (formerly tellicherry) pepper has been recognised and they've bagged the prestigious geographical indication status.

The GI Act, which came into force, along with the GI Rules has been instrumental in the extension of GI status to many goods so far.



GI Registrations from Kerala

- Kaipad Rice
- Chendamangalam Dhooties & Set Mundu
- Payyannur Pavithra Ring
- Wayanad Jeerakasala Rice
- Wayanad Gandhakasala Rice
- Kasaragod Sarees
- Kuthampully Sarees
- Balaramapuram Sarees and Fine Cotton Fabrics
- Cannanore Home Furnishings
- Vazhakulam Pineapple
- Pokkali Rice Agricultural
- Brass Broidered Coconut Shell Crafts
- Screw Pine Craft of Kerala
- Maddalam of Palakkad
- Alleppey Green Cardamom
- Malabar Pepper
- Navara Rice
- Palakkadan Matta Rice
- Alleppey Coir
- Aranmula Kannadi

mechanism in the country. Which domestic registration of a GI is a relatively easy task and there has been some progress on this account over the last decade, it is important to understand that only registration of goods perse does not fulfill the objectives of the Act, unless it is backed by sound enforcement mechanism both, in domestic and export markets. Unlike TRIPS, the GI Act does not restrict its special protection to wines and spirits alone. The central government has discretion to decide which products should be accorded higher levels of protection. This approach has deliberately been taken by the drafters of the Indian Act with the aim of providing stringent protection as guaranteed under the TRIPS Agreement to GI of Indian origin. However, other WTO members are not obligated to ensure Article 23-type protection to all Indian GI, thereby leaving room for their misappropriation in the international arena.

Finding better markets using GI status will provide more income for our farmers, weavers and artisans. Like Malabar pepper, more of our products will gain fame all over the world on the eve of Onam, Let us appeal to malayalis from various part of the globe to stand together and explore better avenues for our geological wonders. ■

Registration of GI is not compulsory in India. If registered, it will afford better legal protection to facilitate an action for infringement. Once a GI is registered in India, it becomes relatively easier to seek protection in other countries, particularly the member countries of WTO. The Intellectual Property Department, Government of India has launched a project to promote "One Geographical Indication, One Province"

to boost development of local products and increase income for local people. The department's goal is to stimulate more local products for commercialization.

There are many more issues and concerns in the context of harnessing the potential commercial benefits out of GI registration in India. Perhaps the biggest concern is near complete absence of an effective post GI



Poems with camera



A terrace farm with captured by photographers reveal varying colours of light the curiosity, aesthetic sense and green and yellow, with patience they had. The photos two thatched huts, exhibited just below the portraits close up of a cocoon, a of eminent Malayalam writers, in a mother monkey holding her the Sahithya Academic Hall deceased infant tightly in her arm, attracted many. cranes of varying colours, egg laying chameleon....These snap shots, on dried branches of a tree taken which are the result of watching by Rajan Kuttoor(Thrissur) has the nature through a one-eyed bagged the first prize in the camera, were exhibited in Sahithya competition. One bird was Academi Hall, Thrissur. The spreading a wing one as sitting and exhibition was conducted as part posing for a photo, the third one of the State Photography Award was biting an insect in its beak. The organised by Information and lively picture had a light blue clear Public Relations Department. The sky as its background. A lone photographs were selected from elephant spreading dust and 1148 photos received from 444 advancing forward with a clear participants in the state leafy green back ground captured photography award competiton. by Sali palode bagged the second prize. A saint like crane in the left

The scenes from nature



corner sitting in deep thought with clear lines of gleaming water by Suresh Cameo won the third prize. Ten other photographers were given consolation prizes.

The secrets and miracles of of nature, the different moods, the change in season, colours, everything describe without titles. A green insect with green body parts reassembling like leaves; an example of camouflage arouses our curiosity. A spider waiting for prey inside a cave like web, adorned with water droplets, breaking moment of feathery seeds, army of white cranes standing on the sea shore like a parade, love making wood peckers. The calm face of a feeding monkey lad, egg laying millipede, sprinkle of water by a deer in a gang, a grazing mother sheep on the top of a rock, a mother crane standing in a nest taking food from father for the young ones below etc. were some of the snaps displayed there. Photographs taken by Razak Kottakal and veteran photographer TNA Perumal also exhibited there.

K.C Joseph, Minister for Cultural and I&PRD inaugurated the exhibition. He announced that government will consider increasing the prize money from next year onwards. The announcement was received with thunderous applause. He also



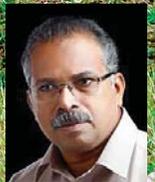
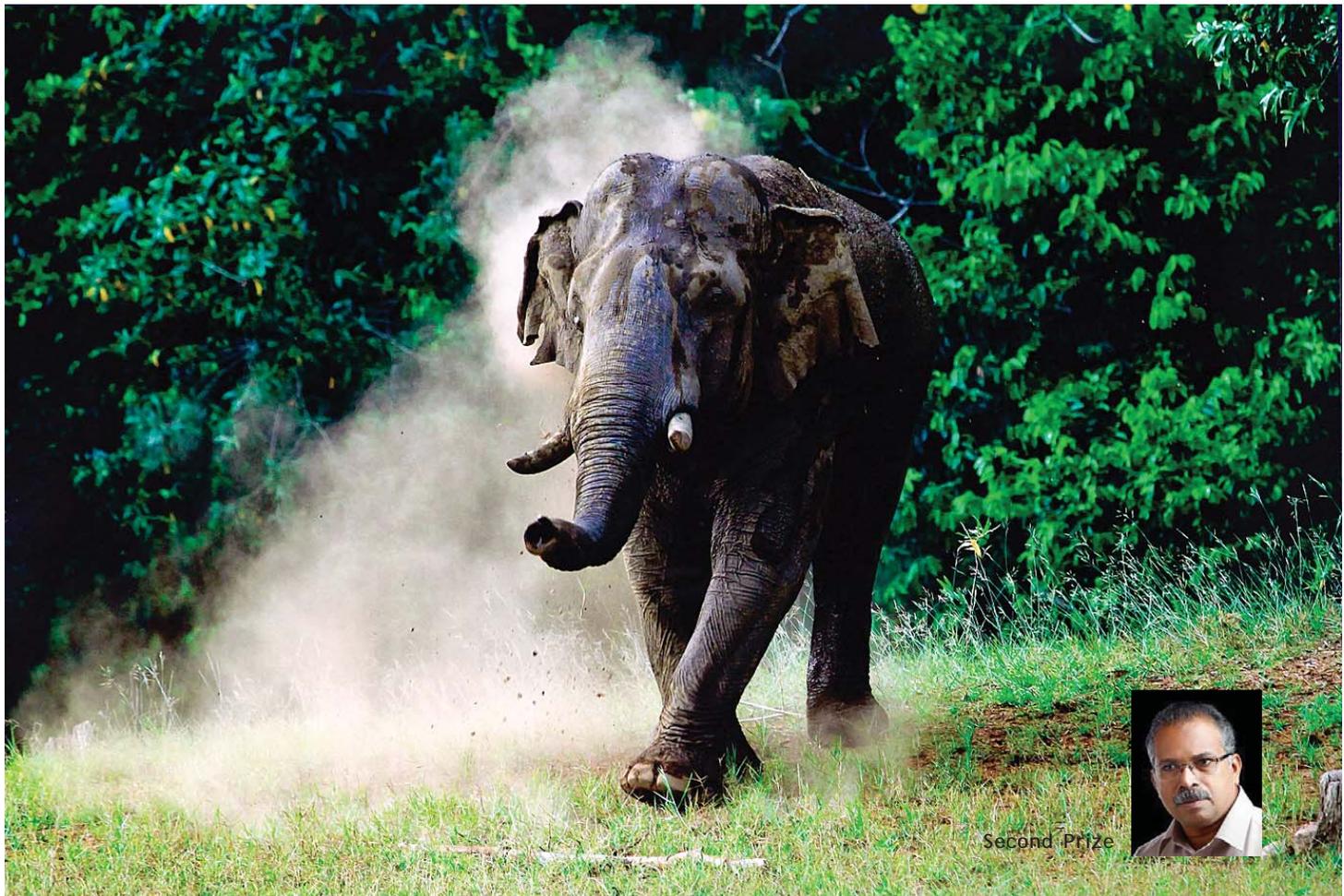
presented the award to the winners. Veteran wildlife photographer T.N.A perumal was honoured in the function. A seminar was also conducted as part of the function.

Therampil Ramakrishnan MLA presided over the function. C.N Jayadevan MP, Rajan. J. Pallan, Mayor, Thrissur Corporation, C.C Sreekumar, District Panchayat President, M S Jaya, District collector, N Padmanabhan, General secretary KUWJ, C Ramesh Kumar, Additional director, I&PRD etc. spoke. I&PRD Director Mini Antony IAS welcomed the gathering and Deputy Director C.R Raj Mohan expressed vote of thanks. ■

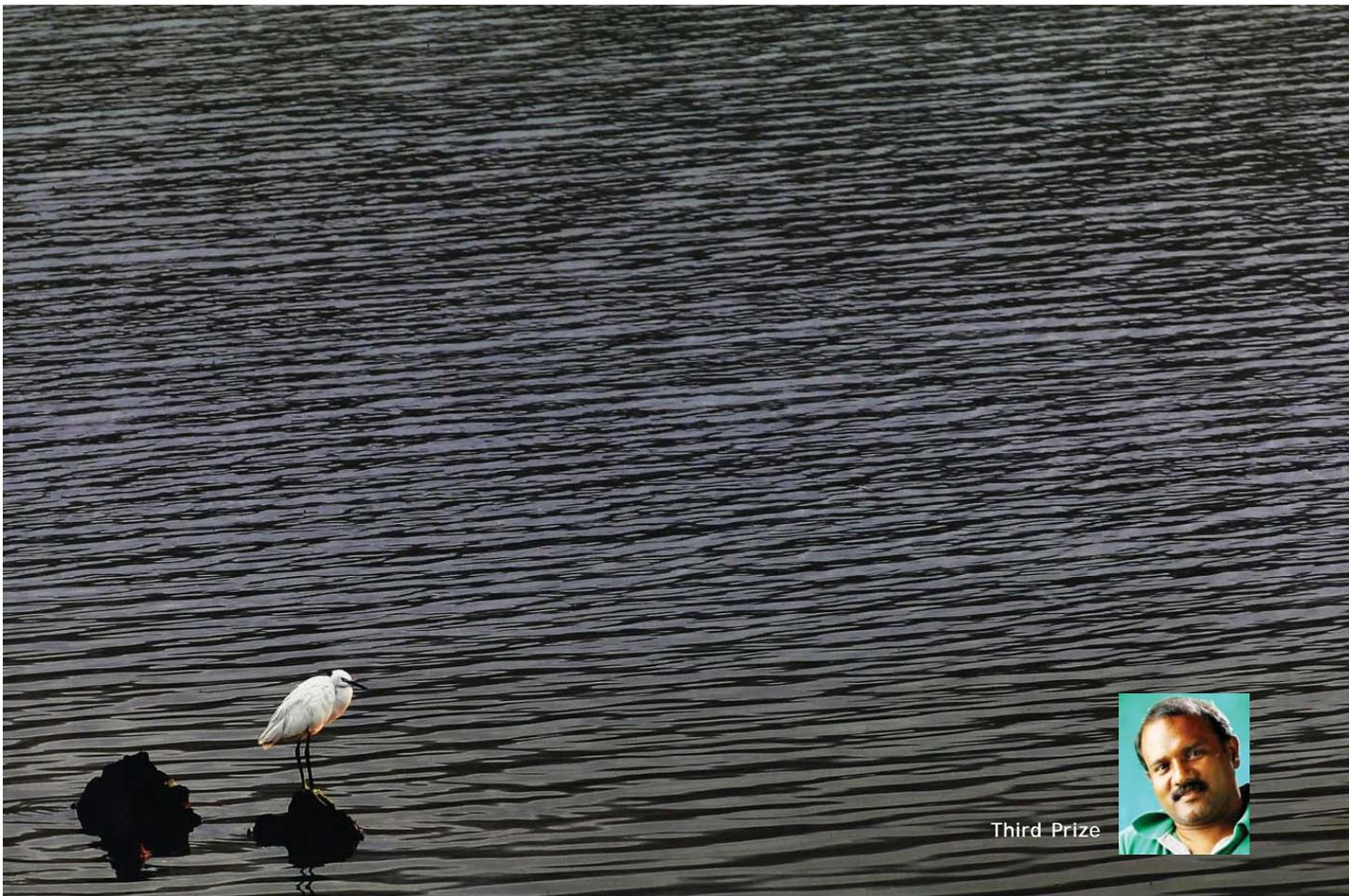
The writer is Information Officer, Field Publicity, I&PRD



First Prize

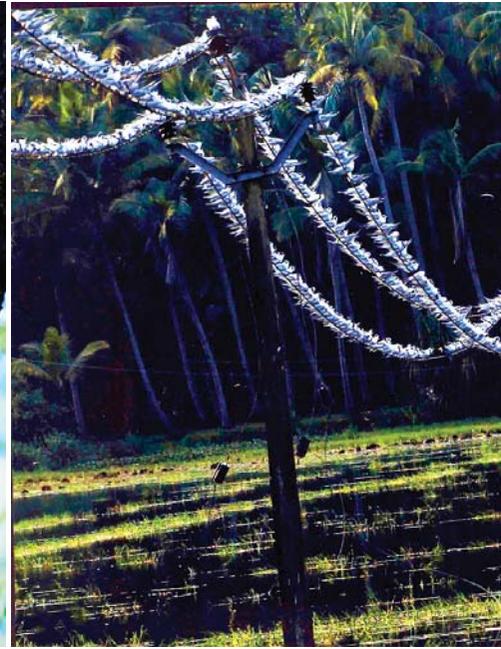


Second Prize



Third Prize









The ever greatest carnival of Malayalees is once again at our doorstep. The Onam, our supreme festival indisputably provides a matchless oneness and cordials among every Keralites. Onam is the harvest festival for farmers in Kerala and is a profound explosive event of the market for industrialists. It is the time which endows us the nostalgic memories of the unity, colours and prosperity of the good old days which we all cherish. It is the time on which we overlook our agonies and celebrate the happiness of the year opening day of Malayalees. How could we fail to remember the panoramic sight of golden fields, exquisite view of grazing cattle, the mesmerizing streams, and the warmth of "onanilavu", the bright moonlight of Onam days? Really it was a festival of cheerfulness, opulence and sufficiency.

The sweet memories of Onam speedily transform to a fiesta of consumerism. We relentlessly depend

on the readymade and ready to cook conveniences we have at our doorsteps for the whole lot, even for our ultimate inevitability, our every day food. To cover up all our desires we wait for covers from the bazaar. And of course the small and big bazaars peep on us to fill up their covers. The nostalgic "poovili" has been substituted by the merchandise "poovili". But it's high time to think aside. Let us hope this Onam finishes with a stage to transfigure our outlooks.

These festive days should be days for rethinking too; To revive and revamp the good old Maveli days of food sufficiency. Because, as we proclaim Kerala is Gods Own Country, the most graceful State of India. We can spot at least one river in every 15 kms; Void of extreme natural calamities like earthquakes, twisters; Have a peaceful and even climate round the year; People with outstanding work efficiency; Moreover we are the one who are standing by to hail the most

contemporary technologies whole heartedly. These might be the most favourable requisites for an action plan to succeed in attaining food sufficiency. A sensible change in our attitude can transform the barren lands to productive fields.

Believe it, we had olden times of exporting rice and egg from our State to a range of other States and even to neighbouring Countries. Still we can document some glimpses of potential that we have. Out of the per day requirement of 80 lakhs litres of milk, 70 lakhs litres are produced within our State. We are having a livestock population of 18 lakhs. Without much effort and commercial intervention we may be able to produce sufficient eggs using the physical amenities of our rural as well as semi-urban backyards. Most significantly we are having a well equipped planned man power of Self Help Groups. If we use the scenic landscapes and fertile soil of Marayur and Kannthloor as appropriately, we

Agriculture should be studiously approached. It should be a part of our education. Agriculture never is mere 'agri' but it is a culture. We should not fail to remember the lively farming culture we had which slowly but surely discoloured as period moved out.

Revive and Revamp

the Ha

can craft wonders in vegetable production.

Agriculture should be studiously approached. It should be a part of our education. Agriculture never is mere 'agri' but it is a culture. We should not fail to remember the lively farming culture we had which slowly but surely discoloured as period moved out. It surely is a 'mantra' for art of living. The dreams, feelings and customs of mankind are fully linked to agriculture from time immemorial.

The great excuse "agricultural practises are unprofitable" should change as the most up to date technologies which are used in the foremost agricultural producers of world like Israel and China have reached our State also. Hastily we are also getting acquainted with the concept of open field precision farming or hybrid seeds or vegetable grafting which are the innovative changes in modern agricultural systems for intensive production. With an allocation of more than 40% of the budget for agricultural development and with idyllic and productive projects, the State government tends us to dream about a new bright horizon of food sufficient Kerala.

Onam becomes significant at this juncture. What prevents us from dreaming about a prosperous future where we live without fear of "Kallappara and Cherunazhi"? Dream can come true as we are having the fundamental expertise and technical knowhow of methodical farming techniques to push the production of vegetable, milk and meat to meet the prescribed per-capita requirement. For that we have to bid our mind to get the maximum yield from the possible situations as far as possible.

While placing our foot on hectares of barren land, we raise our head high to our small terrace and arrogantly claim to have created revolution by producing vegetables in the grow bags. It is high time to just to put down this egotism to realize the veracity and to amend our mindset to face the factual challenges. It's really controversial to depend on sea fishes from neighbouring states while we are having lot of lakes, ponds and water bodies which are appropriate for inland fish cultivation but are unexploited. Why couldn't we plant some useful trees than Accacia and Eucalyptus to convert our unrewarding roadsides to a fruitful one and make Kerala a "haritha sundara bhoomi" as we proudly claim?

We are in the habit of blaming the unavailability of land and infrastructures as the reason for not attaining food sufficiency or not producing necessary rice, fruit, vegetable, fodder and fish in our state and for openly depending on neighbouring states for our daily food. But surprisingly, the tough working farmers of these states are not comfortably placed. Using the scanty water source of the disturbingly deep bore wells, in the driest barren lands which is deprived of rains and overcoming the horrendous power cut of 8 hours some are producing the vegetables, flowers, eggs and meat required for us to celebrate Onam. It is so near and neighbouring us. To see this we just have to open our eyes and give our ears.

When the Onam breeze hugs us when the 'Onanilavu' brightens our skies we shall take an oath, I will produce as much food as I can at my homestead. May our confidence wrap us till triumph. May this be an expression of our solidarity to a revolution for the food security of Kerala. ■

The writer is with Centre for Advanced studies in Poultry science, Kerala Veterinary and animal Sciences University.

Harvest Festival

Ebola virus disease

Key facts

- Ebola virus disease (EVD), formerly known as Ebola haemorrhagic fever, is a severe, often fatal illness in humans.
- EVD outbreaks have a case fatality rate of up to 90%.
- EVD outbreaks occur primarily in remote villages in Central and West Africa, near tropical rainforests.

●● The virus is transmitted to people from wild animals and spreads in the human population through human-to-human transmission.

- Fruit bats of the Pteropodidae family are considered to be the natural host of the Ebola virus.

- Severely ill patients require intensive supportive care. No licensed specific treatment or vaccine is available for use in people or animals.

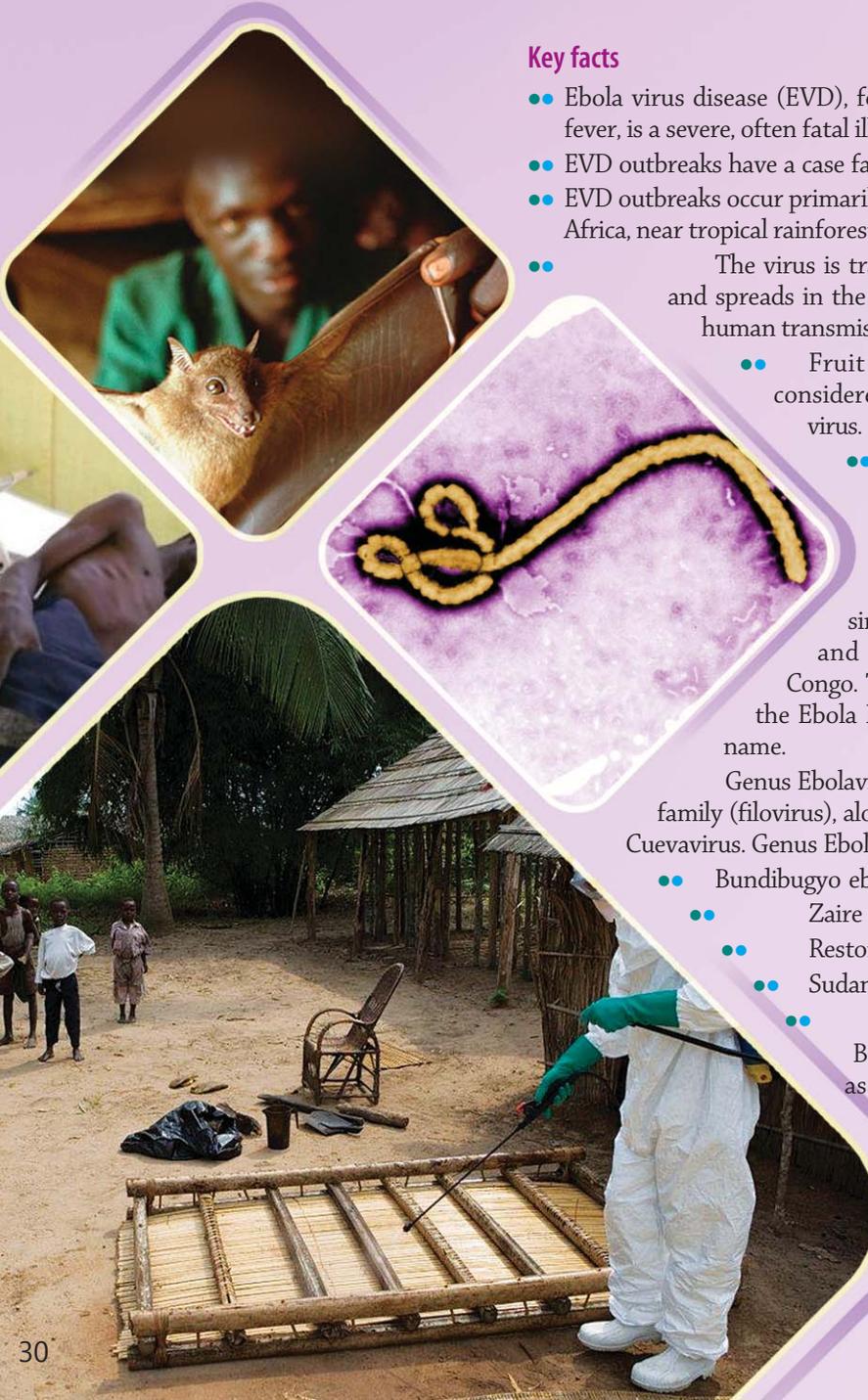
Ebola first appeared in 1976 in 2 simultaneous outbreaks, in Nzara, Sudan, and in Yambuku, Democratic Republic of Congo. The latter was in a village situated near the Ebola River, from which the disease takes its name.

Genus Ebolavirus is 1 of 3 members of the Filoviridae family (filovirus), along with genus Marburgvirus and genus Cuevavirus. Genus Ebolavirus comprises 5 distinct species:

- Bundibugyo ebolavirus (BDBV)
- Zaire ebolavirus (EBOV)
- Reston ebolavirus (RESTV)
- Sudan ebolavirus (SUDV)

- Tai Forest ebolavirus (TAFV).

BDBV, EBOV, and SUDV have been associated with large EVD outbreaks in Africa, whereas RESTV and TAFV have not. The RESTV species, found in Philippines and the People's Republic of China, can infect humans, but no illness or death in humans from this species has been reported to date.



EVD is a severe acute viral illness often characterized by the sudden onset of fever, intense weakness, muscle pain, headache and sore throat.

Transmission

Ebola is introduced into the human population through close contact with the blood, secretions, organs or other bodily fluids of infected animals. In Africa, infection has been documented through the handling of infected chimpanzees, gorillas, fruit bats, monkeys, forest antelope and porcupines found ill or dead or in the rainforest.

Ebola then spreads in the community through human-to-human transmission, with infection resulting from direct contact (through broken skin or mucous membranes) with the blood, secretions, organs or other bodily fluids of infected people, and indirect contact with environments contaminated with such fluids. Burial ceremonies in which mourners have direct contact with the body of the deceased person can also play a role in the transmission of Ebola. Men who have recovered from the disease can still transmit the virus through their semen for up to 7 weeks after recovery from illness.

Health-care workers have frequently been infected while treating patients with suspected or confirmed EVD. This has occurred through close contact with patients when infection control precautions are not strictly practiced.

Among workers in contact with monkeys or pigs infected with Reston ebolavirus, several infections have been documented in people who were clinically asymptomatic. Thus, RESTV

appears less capable of causing disease in humans than other Ebola species.

However, the only available evidence available comes from healthy adult males. It would be premature to extrapolate the health effects of the virus to all population groups, such as immuno-compromised persons, persons with underlying medical conditions, pregnant women and children. More studies of RESTV are needed before definitive conclusions can be drawn about the pathogenicity and virulence of this virus in humans.

Signs and symptoms

EVD is a severe acute viral illness often characterized by the sudden onset of fever, intense weakness, muscle pain, headache and sore throat. This is followed by vomiting, diarrhoea, rash, impaired kidney and liver function, and in some cases, both internal and external bleeding. Laboratory findings include low white blood cell and platelet counts and elevated liver enzymes.

People are infectious as long as their blood and secretions contain the virus. Ebola virus was isolated from semen 61 days after onset of illness in a man who was infected in a laboratory.

The incubation period, that is, the time interval from infection with the virus to onset of symptoms, is 2 to 21 days.



Diagnosis

Other diseases that should be ruled out before a diagnosis of EVD can be made include: malaria, typhoid fever, shigellosis, cholera, leptospirosis, plague, rickettsiosis, relapsing fever, meningitis, hepatitis and other viral haemorrhagic fevers.

Ebola virus infections can be diagnosed definitively in a laboratory through several types of tests:

- antibody-capture enzyme-linked immunosorbent assay (ELISA)
- antigen detection tests
- serum neutralization test
- reverse transcriptase polymerase chain reaction (RT-PCR) assay
- electron microscopy
- virus isolation by cell culture.

Samples from patients are an extreme biohazard risk; testing should be conducted under maximum biological containment conditions.

Vaccine and treatment

No licensed vaccine for EVD is available. Several vaccines are being tested, but none are available for clinical use.

Severely ill patients require intensive supportive care. Patients are frequently dehydrated and require oral rehydration with solutions containing electrolytes or intravenous fluids.

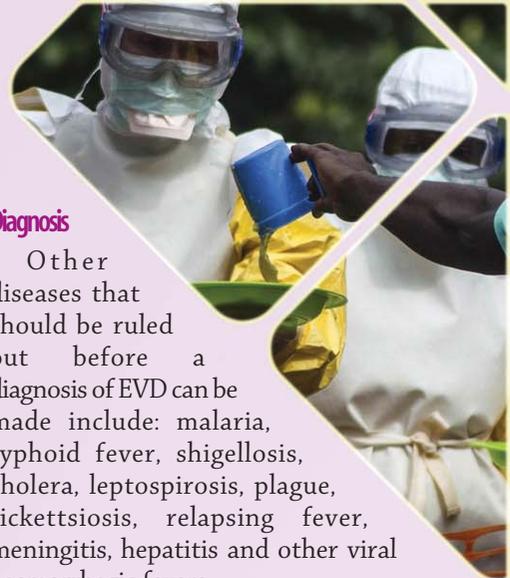
No specific treatment is available. New drug therapies are being evaluated.

Natural host of Ebola virus

In Africa, fruit bats, particularly species of the genera *Hypsignathus monstrosus*, *Epomops franqueti* and *Myonycteris torquata*, are considered possible natural hosts for Ebola virus. As a result, the geographic distribution of Ebolaviruses may overlap with the range of the fruit bats.

Ebola virus in animals

Although non-human primates





awareness of the risk factors for Ebola infection and the protective measures individuals can take is the only way to reduce human infection and death. In Africa, during EVD outbreaks, educational public health messages for risk reduction should focus on several factors:

- Reducing the risk of wildlife-to-human transmission from contact with infected fruit bats or monkeys/apes and the consumption of their raw meat. Animals should be handled with gloves and other appropriate protective clothing. Animal products (blood and meat) should be thoroughly cooked before consumption.
- Reducing the risk of human-to-human transmission in the community arising from direct or close contact with infected patients, particularly with their bodily fluids. Close physical contact with Ebola patients should be avoided. Gloves and appropriate personal protective equipment should be worn when taking care of ill patients at home. Regular hand washing is required after visiting patients in hospital, as well as after taking care of patients at home.

- Communities affected by Ebola should inform the population about the nature of the disease and about outbreak containment measures, including burial of the dead. People who have died from Ebola should be promptly and safely buried.

Pig farms in Africa can play a role in the amplification of infection because of the presence of fruit bats on these farms. Appropriate biosecurity measures should be in place to limit transmission. For RESTV, educational public health messages should focus on reducing the risk of pig-to-human transmission as a result of unsafe animal husbandry and slaughtering practices, and unsafe consumption of fresh blood, raw milk or animal tissue. Gloves and other appropriate protective clothing should be worn when handling sick animals or their tissues and when slaughtering animals. In regions where RESTV has been reported in pigs, all animal products (blood, meat and milk)

have been a source of infection for humans, they are not thought to be the reservoir but rather an accidental host like human beings. Since 1994, Ebola outbreaks from the EBOV and TAFV species have been observed in chimpanzees and gorillas.

RESTV has caused severe EVD outbreaks in macaque monkeys (*Macaca fascicularis*) farmed in Philippines and detected in monkeys imported into the USA in 1989, 1990 and 1996, and in monkeys imported to Italy from Philippines in 1992.

Since 2008, RESTV viruses have been detected during several outbreaks of a deadly disease in pigs in People's Republic of China and Philippines. Asymptomatic infection in pigs has been reported and experimental inoculations have shown that RESTV cannot cause disease in pigs.

Prevention and control

Controlling Reston ebolavirus in domestic animals

No animal vaccine against RESTV

is available. Routine cleaning and disinfection of pig or monkey farms (with sodium hypochlorite or other detergents) should be effective in inactivating the virus.

If an outbreak is suspected, the premises should be quarantined immediately. Culling of infected animals, with close supervision of burial or incineration of carcasses, may be necessary to reduce the risk of animal-to-human transmission. Restricting or banning the movement of animals from infected farms to other areas can reduce the spread of the disease.

As RESTV outbreaks in pigs and monkeys have preceded human infections, the establishment of an active animal health surveillance system to detect new cases is essential in providing early warning for veterinary and human public health authorities.

Reducing the risk of Ebola infection in people

In the absence of effective treatment and a human vaccine, raising

Restricting or banning the movement of animals from infected farms to other areas can reduce the spread of the disease.

should be thoroughly cooked before eating.

Controlling infection in health-care settings

Human-to-human transmission of the Ebola virus is primarily associated with direct or indirect contact with blood and body fluids. Transmission to health-care workers has been reported when appropriate infection control measures have not been observed.

It is not always possible to identify patients with EBV early because initial symptoms may be non-specific. For this reason, it is important that health-care

workers apply standard precautions consistently with all patients – regardless of their diagnosis – in all work practices at all times. These include basic hand hygiene, respiratory hygiene, the use of personal protective equipment (according to the risk of splashes or other contact with infected materials), safe injection practices and safe burial practices.

Health-care workers caring for patients with suspected or confirmed Ebola virus should apply, in addition to standard precautions, other infection control measures to avoid any exposure to the patient's blood and body fluids and direct unprotected contact with the possibly contaminated environment. When in close contact (within 1 metre) of patients with EBV, health-care workers should wear face protection (a face shield or a medical mask and goggles), a clean, non-sterile long-sleeved gown, and gloves (sterile gloves for some procedures).

Laboratory workers are also at risk. Samples taken from suspected human and animal Ebola cases for diagnosis should be handled by trained staff and processed in suitably equipped laboratories.

WHO response

WHO provides expertise and

documentation to support disease investigation and control.

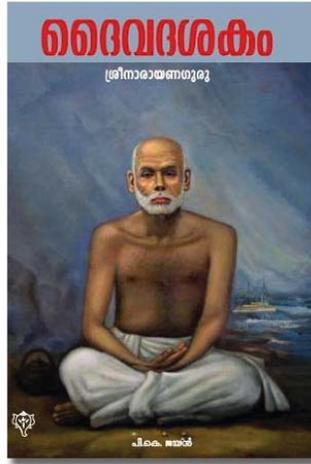
Recommendations for infection control while providing care to patients with suspected or confirmed Ebola haemorrhagic fever are provided in: Interim infection control recommendations for care of patients with suspected or confirmed Filovirus (Ebola, Marburg) haemorrhagic fever, March 2008. This document is currently being updated.

WHO has created an aide-memoire on standard precautions in health care (currently being updated). Standard precautions are meant to reduce the risk of transmission of bloodborne and other pathogens. If universally applied, the precautions would help prevent most transmission through exposure to blood and body fluids.

Standard precautions are recommended in the care and treatment of all patients regardless of their perceived or confirmed infectious status. They include the basic level of infection control—hand hygiene, use of personal protective equipment to avoid direct contact with blood and body fluids, prevention of needle stick and injuries from other sharp instruments, and a set of environmental controls. ■

Chronology of previous Ebola virus disease outbreaks

Year	Country	Ebolavirus species	Cases	Deaths	Case fatality
2012	Uganda	Sudan	24	17	71%
2011	Uganda	Sudan	1	1	100%
2008	Democratic Republic of Congo	Zaire	32	14	44%
2007	Uganda	Bundibugyo	149	37	25%
2007	Democratic Republic of Congo	Zaire	264	187	71%
2005	Congo	Zaire	12	10	83%
2004	Sudan	Sudan	17	7	41%
2003 (Nov-Dec)	Congo	Zaire	35	29	83%
2003 (Jan-Apr)	Congo	Zaire	143	128	90%
2001-2002	Congo	Zaire	59	44	75%
2001-2002	Gabon	Zaire	65	53	82%
2000	Uganda	Sudan	425	224	53%
1996	South Africa (ex-Gabon)	Zaire	1	1	100%
1996 (Jul-Dec)	Gabon	Zaire	60	45	75%
1996 (Jan-Apr)	Gabon	Zaire	31	21	68%
1995	Democratic Republic of Congo	Zaire	315	254	81%
1994	Cote d'Ivoire	Tai Forest	1	0	0%
1994	Gabon	Zaire	52	31	60%
1979	Sudan	Sudan	34	22	65%
1977	Democratic Republic of Congo	Zaire	1	1	100%
1976	Sudan	Sudan	284	151	53%
1976	Democratic Republic of Congo	Zaire	318	280	88%



Daiivadashakam The Imperishability of the Immeasurable

Many a work of Narayana Guru has seen the Adavaitha philosophy woven on the fabric of modern scientific thought. In other words, the purified oriental wisdom is brilliantly blended with that of the occident. The revaluation of the Vedanta in the first millennium AD was done by Sankara whereas Narayanaguru should be considered among the most important evaluators of the present era. Narayana guru has scripted many a philosophical work, mostly in the form of sublime poetry which even the most acclaimed critics dare to attempt criticize. The sublimity



Daiva dasakam Malayalam version

ദൈവമേ! കാത്തുകൊൾകങ്ങു
കൈവിടാതിങ്ങു ഞങ്ങളേ;
നാവികൻ നീ ഭവാബ്ധിക്കോ-
രാവിവൻതോണി നിൻപദം.

ഒന്നൊന്നായെണ്ണിയെണ്ണി ഞ്ഞോ-
ട്ടെണ്ണം പൊരുളൊടുങ്ങിയാൽ
നിന്നിടും ദൃക്കുപോലുള്ള
നിന്നിലസ്ഫുടമാകണം.

അനവസ്ത്രാദി മുട്ടാതെ
തന്നു രക്ഷിച്ചു ഞങ്ങളെ
ധന്യരാക്കുന്ന നീയൊന്നു-
തന്നെ ഞങ്ങൾക്കു തമ്പുരാൻ.

ആഴിയും തിരയും കാറ്റും-
ആഴവും പോലെ ഞങ്ങളും
മായയും നിൻ മഹിമയും
നീയുമെന്നുള്ളിലാകണം.

നീയല്ലോ സൃഷ്ടിയും സൃഷ്ടാ-
വായതും സൃഷ്ടിജാലവും
നീയല്ലോ ദൈവമേ, സൃഷ്ടി-
യ്ക്കുള്ള സാമഗ്രിയായതും

നീയല്ലോ മായയും മായാ-
വിയും മായാവിനോദനും
നീയല്ലോ മായയെന്നീക്കി-
സ്സായുജ്യം നൽകുമാര്യനും.

നീ സത്യം ജ്ഞാനമാനന്ദം
നീ തന്നെ വർത്തമാനവും
ഭൂതവും ഭാവിയും വേദ-
ല്ലോതും മൊഴിയുമോർക്കിൽ നീ.

അകവും പുറവും തിങ്ങും
മഹിമാവാർന്ന നിൻ പദം
പുകഴ്ത്തുന്നു ഞങ്ങളങ്ങു
ഭഗവാനേ, ജയിയ്ക്കുക.

ജയിയ്ക്കുക മഹാദേവ,
ദീനവന പരായണാ,
ജയിയ്ക്കുക ചിദാനന്ദ,
ദയാസിന്ധോ ജയിയ്ക്കുക.

ആഴമേറും നിൻ മഹസ്സാ-
മാഴിയിൽ ഞങ്ങളാകവേ
ആഴണം വാഴണം നിത്യം
വാഴണം വാഴണം സുഖം.

of those poems has gone unnoticed in the grandeur of philosophical ideas that are cryptically embedded in it. Let it be like that. The philosophy advocated by Guru is much more important than the form of his poetry.

Throughout all the works of Guru, whether it is poem or prose, one can see the purified form of Vedanta, the Advaita philosophy with reasonable similes and other figures of speech. Most of his similes are plucked out from the scientific era which was blessed it with his spiritual existence. The most simplified and popular version of these, yet includes core vision of the great visionary, is none other than Daivadaskam, a prayer in the form of ten stanzas. It is hailed as the essence of his teaching and vision “in a nut shell”.

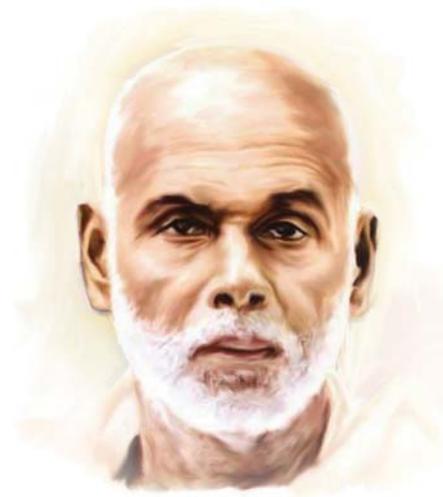
The necessity of prayer

Bertrand Russell has had the honor of authoring a much acclaimed work, the conquest of happiness. Undoubtedly, it brims with his brilliance and unquestionable ability to plunge into “bathos” of wisdom. But the name itself shows a flaw in his attitude towards the ultimate. And, it makes all the difference between the east and the west.

The word “conquest” is obviously antihuman and inhumane. Conquest of any kind, whether by the megalomaniacs in history or at present, creates an appalling image which eventually creates autocrats and slaves. It creates division among individuals, countries and most disastrously among minds. We are all strands of the big web nature and being a strand of the ultimate how can we conquer it?

The Indian approach towards Nature is entirely different from “conquest”. Not only the Indian but all religions in the world follow the suit. We couldn't and we cannot conquer the laws of nature in the short run or in the long run. The only way is to live according to the laws of nature. What we are boasting about conquering is not real conquest but knowing nature a little only.

Sartre said, “man is cursed to be free”. We have freedom but that freedom is mostly used for selfish



Daivadaskam transcends all religions, geography but includes everything. It was written by Narayana Guru for the children residing at Sivagiri mutt as inmates. Now, when we celebrate the 100th anniversary of its scripting, the lines are by hearted by every Keralite across the world.

motives rather than pursuing altruism. If we life is propelled by our will and desires, anarchy will be the result which is detrimental to the normal course of the entire human race. So we are bound to or forced to live as per the laws dictated by the great dictator Nature. And, this is the basis of all religions irrespective of their terrestrial origin. The Indian approach to this is called Parabramha or the ultimate truth. Though polytheism has been prevalent in India, the prayer is offered to the ultimate through different deities. For an Adavaithi, there is no need to offer a prayer but in practical he himself makes a prayer though unconsciously. In his much acclaimed work, Atmopadesaka Satakam, Guru clearly shows this:

“manamalar koythu pooja cheythidum manujanu Mattoru vela cheythidenda”
(For the man who offers his mind-



flowers to worship God,

There are no other rituals to do.)

Even if there is no need for the advaiti to perform any kind of pujas, he himself performs one in his mind silently. Here the flower is his mind itself. He offers himself to the altar of the ultimate. In short, we all offer prayers in one way or another consciously or unconsciously, theist or agnostic, materialist or spiritualist. In Semitic religions, which are prophet oriented, prayer is an indispensable one. Here the parbramha is elevated to the position of God, a separate entity and prayer is a bridge connecting the soul of the worshipper to that of the God.

The unique aspect of daiva dasakam

Daivadaskam transcends all religions, geography but includes everything. It was written by Narayana Guru for the children residing at Sivagiri mutt as inmates. Now, when we celebrate the 100th anniversary of its scripting, the lines are by hearted by every Keralite across the world. Here we must begin our inquiry about its

universality. The real prayer must not be selfish. Unfortunately, most of us pray so as to materialize our dreams or as thankfulness to god for the things he has showered upon us. This is a kind of contract. We make a deal with God and if He realizes our dreams we offer thankfulness in the form of some vazhipaadu. We offer pujas and other rituals provided our demand to God must be met. If we are unlucky to get or dreams realized we put the blame on our fate. In this kind of love there is no love for the God or ultimate but purely self-centered motives.

Daiva dasakam is written not for an individual but for the entire human race. The prayer is not for “me” but for “us”. The beginning is suitable for Semitic religions and the final stanza ends in Advaita philosophy. As a proponent of secularism, Narayana Guru had immense respect for all religions. He knew that truth is immeasurable and unfathomable in all religions.

Daivame kaathu kolka angu
Kai vidathe ingu njangale

Naavikan nee bhavabdhihikku oru
Aavi vanthoni nin pandam.

(O God! Do Thou grand us, and forsake us not;

Thou art sailor across the sea of suffering

Thy Feet a Mighty Steam boat.)

The first stanza is noted for its selection of words and the right metaphor Guru used to describe the ultimate. Guru was very meticulous about the selection of each and every word and its impact on the readers. Even the first word Daivame(Oh God) is not an exception. Guru was the proponent of secularism and annihilation of caste system and made an overall revolution in the social and philosophical consciousness of the society. Guru had immense respect for all religions irrespective of their ritual practice or geographical inceptions. And, he followed the essence of the truth in all of them. One may be misled by the chanting of the word daivame by Guru who is considered as a reevaluator of Advaita philosophy. When we chant the word daivame, it shows that there



In daiva dashakam, Guru prays to the ultimate to lead us to another ocean which is the sea of ultimate knowledge and thus we will get enlightened. This is the universal approach and acceptance of daivadashakam. Guru is an adept in using metaphors par excellence. There are two oceans mentioned in this prayer.

is a separation. It shows two different entities; the Lord and the devotee. Guru doesn't seem any difference between his Advaita philosophy and this dwaita one. For him, both are true and the ultimate and he respects the dwaita as it is evident in Semitic religions. He respects the practice of the Semitic ones so it is being respected in the first stanza itself. The other words Angu(god), Ingu(us) also follow the suit. He doesn't pray for any selfish purposes (for me) but for us (njangale). This is for the entire human race and thus it shows its universality in one angle.

In daiva dashakam, Guru prays to the ultimate to lead us to another ocean which is the sea of ultimate knowledge and thus we will get enlightened. This is the universal approach and acceptance of daivadashakam. Guru is an adept in using metaphors par excellence. There are two oceans mentioned in this prayer. The first one is Bhavabdhhi. Bhavabdhhi is a Sanskrit word which is otherwise known as samsara sagram or bhava sagram. Abdhi/sagaram means ocean. Unfortunately, the Indian concept about life is rather a little bit negative. Life is considered as an ocean filled with tears and sorrow. A vast ocean of unhappiness. Even in our popular bhajans this is clearly evident.

So we are in the midst of bhavadhhi

screaming at the top our lungs for help. We have to cross the ocean of life. Here a savior (god) is seen and he is compared to Naavikan (captain of the ship). Under his captaincy we are sure to cross this ocean of hell. Guru consistently prays for us (for the entire human race) and the prayer is brimming with his unchallenged philanthropism and altruism.

“Aazhamerum nin mhasam
Aazhiyil Njanggalakave
Aazhanam vaazhanam nithyam
Vaazhanm vaazhanm sukham.”
(final stanza)

(In the ocean of your glory of great profundity,

Let us all, together, become immersed

To dwell therein everlastingly Happiness!)

The second type ocean Guru refers to is in the final stanza. It is described as “Aazhamerum nin maha samaazhi”. Generally a person who is in the midst of bhavabdhhi is eager to reach a shore to set his feet on. But, hereafter crossing the bhavabdhhi, we reach another sea “nin maha samaazhi”(the greatness of God). This ocean is unfathomable, immeasurable and imperishable. We try our level best to escape from bhavabdhhi and finally we reach another abdhhi, instead of a shore, under the captaincy of the Great captain, God. Once we

reach “Nin Mahasam aazhi” we never want to escape from it. It is the ocean of eternal blissfulness. It is the ocean of eternal knowledge. The ultimate aim in life is to realize that we are part of the ultimate. Here we are one with the ultimate. This stanza is purely oriental oriented.

The stanzas in between the first and final one show how one realizes himself through self knowledge. Guru begins with dwaita concept and ends in adwaita. The prayer begins with Daivame and ends in sukham. What we seek in this life is eternal happiness or anandam or sukham and it is put precisely in the end of the prayer! This is the real universality of the prayer.

The epic simile used in daivadshakam

Little research has done on the literary merit of Narayana Guru's work as prominence has given to the philosophical thought of his. Undoubtedly guru is a sublime poet beyond comparison. Let's examine the stanza from daiva dashakam

Aazhiyum thirayum kattum
Aazhavum pole njangalum
Maayayum nin mahimayum neelum
Ennullil aakenam.
(As ocean, wave, wind and depth
Let us within see the scheme
Of us, nescience,
You glory and you)

This stanza is a classic example for Guru's adeptness in using epic simile. Epic simile is device used by classic poets like homer and Milton. Here aazhi(ocean) is compared to the entire human race(njanganal). Thira(waves) is compared to Maaya(illusion). Kattu (wind) is compared with the greatness of God. Aazham is compared to God himself.

Guru prays that Maya (illusion) is created by the greatness of god. The waves are inseparable from the sea. The depth of the sea (aazham) cannot make any distinction form the sea itself. The sea is horizontal in nature whereas the depth is vertical in form. Bu there is no horizontality without verticality or vice versa. Both are complementary. These are felt in our knowledge. This should be understood clearly. ■

The writer is Assistant Information Officer, I&PRD



Ammonia from Air and Water

Researchers have developed a method to produce ammonia simply from air and water. Ammonia - made up of three parts hydrogen and one part nitrogen has had a momentous impact on society. Without the mass production of this chemical, it is estimated that as many as a third of us won't be alive. This is because its main use is to make fertilisers, which have helped improve crop yields and sustain a large population. The current production method is inefficient because it needs hydrogen gas, which is obtained by processing natural gas. The by-product of the process is carbon dioxide. New method is to bubble wet air through a mixture of tiny particles of iron oxide and molten chemicals. This method claims to use only two-thirds of the existing one. Along with the elimination of the need to produce hydrogen from natural gas, the overall emissions are reduced quite significantly. The whole process also takes place at milder conditions.

Tiny Chip-Like Brain, gives Supercomputer Speed

Researchers unveiled a powerful new postage-stamp size chip delivering supercomputer performance using a process that mimics the human brain. The so-called "neurosynaptic" chip is a breakthrough that opens a wide new range of computing possibilities from self-driving cars to artificial intelligence systems that can

Robots to See through Solid Walls with Wi-Fi

Wi-Fi makes all kinds of things possible. We can send and receive messages, make phone calls, browse the internet, even play games with people who are miles away, all without the cords and wires to tie us down. In America researchers are now using this versatile, everyday signal to do something different and powerful: looking through solid walls and seeing every square inch of what's on the other side. Built into robots, the technology has far-reaching possibilities. The combination of imaging technology and automated mobility can make these robots useful in situations where human access is difficult or risky, and the ability to determine what is in a given occluded area is important, such as search and rescue operations for natural or man-made disasters.



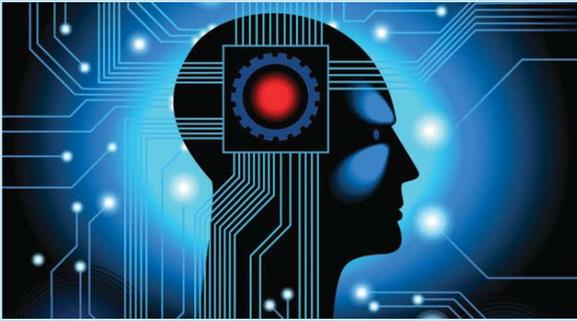
Stress during Pregnancy affects Children

Scientists investigating pregnancies in four generations of rats show that inherited epigenetic (the arrangement and expression of our genes) effects of stress could affect pregnancies for generations. Researchers wanted to investigate how preterm births are influenced by stress. Preterm birth is one of the leading causes of neonatal death and can lead to health problems later in life. They examined the length of



pregnancies in rats because in general there is very little variation between them.

A first generation of rats were subjected to stress late in pregnancy. The following two generations were then split into two groups that were either stressed or not stressed. The daughters of stressed rats had shorter pregnancies than the daughters of those who had not been. Remarkably, the granddaughters of stressed rats had shorter pregnancies, even if their mothers had not been stressed. As well as shorter pregnancies, the rats whose grandmothers and mothers experienced stress displayed higher glucose levels than the other group. In addition, rats whose grandmothers or mothers who were stressed weighed less.



installed on a smart phone, the scientists say. A key to the performance is the extremely low energy use on the new chip, which runs on the equivalent energy of a hearing-aid battery. This can allow a chip installed in a car or smart phone to perform supercomputer calculations in real time without connecting to the cloud or other network. This would allow a self-driving vehicle, for example, to detect problems and deal with them even if its data connection is broken.

Computer Games ease Elderly Depression

Brain-boosting computer games may be as effective as drugs in treating severe depression in some elderly people—perhaps even better, according to trial results. A group of 60-to-89-year-olds, for whom antidepressants had not worked, perked up after four weeks of playing computer games that had been developed to improve brain fitness, scientists wrote in the journal *Nature Communications*. The programmes were developed to test a theory that the ageing brain can be regenerated through intense practice—regaining lost learning and memory function and improving decision-making, which can in turn alleviate depression.



Link between vitamin D and dementia

Vitamin D deficiency is likely to develop dementia associated with a and Alzheimer's disease. It was discovered that adults of dementia and Alzheimer's disease in older people, moderately deficient in according to the most robust study of its kind ever conducted. The study participants who were severely Vitamin D deficient were more than twice as



severely deficient. The risk increased to 125 per cent in those who were severely deficient.

More Mercury in Upper Ocean

Mercury is a naturally occurring element as well as a by-product of such distinctly human enterprises as burning coal and making cement. Yet surprisingly little is known about how much mercury in the environment is the result of human activity, or even how much bio-available mercury exists in the global ocean. A new study provides the first direct calculation of mercury in the global ocean from pollution based on data over the past 8 years.

Analysis of their results showed that the ocean contains about 60,000 to 80,000 tons of pollution mercury. It was also found that ocean waters shallower than about 100m has tripled in mercury concentration since the Industrial Revolution and that the ocean as a whole has shown an increase of roughly 10 percent over pre-industrial mercury levels.





27th September is
World Tourism Day



Tourism and Community

Tourism and Travel are closely knotted. Every tourism destination possesses a unique culture, heritage and history which attract tourists to visit and experience it. Millions of tourist travel each year to divergent destinations to experience varied cultural heritage, history, natural attractions and also to discover novel tourist spots. Tourism Society of England defines tourism as “the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination”. Currently tourism has the status of a global service industry promoted by almost all nations and it touches the life of all forms of people directly or indirectly.



Why September 27th?

The date was chosen because on that day in 1970, the statutes of the UNWTO were adopted and the adoption of these statutes is considered as a milestone in the history of global tourism. The purpose of the day is to raise awareness on the role of tourism within the international community and to demonstrate how it affects social, cultural, political and economic values worldwide.





UNWTO encourages the implementation of the Global Code of Ethics for Tourism with a view to confirm that member countries, tourist destinations and businesses to maximize the positive economic, social and cultural effects of tourism and fully reap its benefits while minimizing its negative socio-cultural and environmental impacts. The World Tourism Organization plays a pivotal role in promoting the development of responsible, sustainable and universally accessible tourism paying particular attention to the interests of developing, underdeveloped and island countries. UNWTO is geared towards reducing poverty and fostering sustainable development in

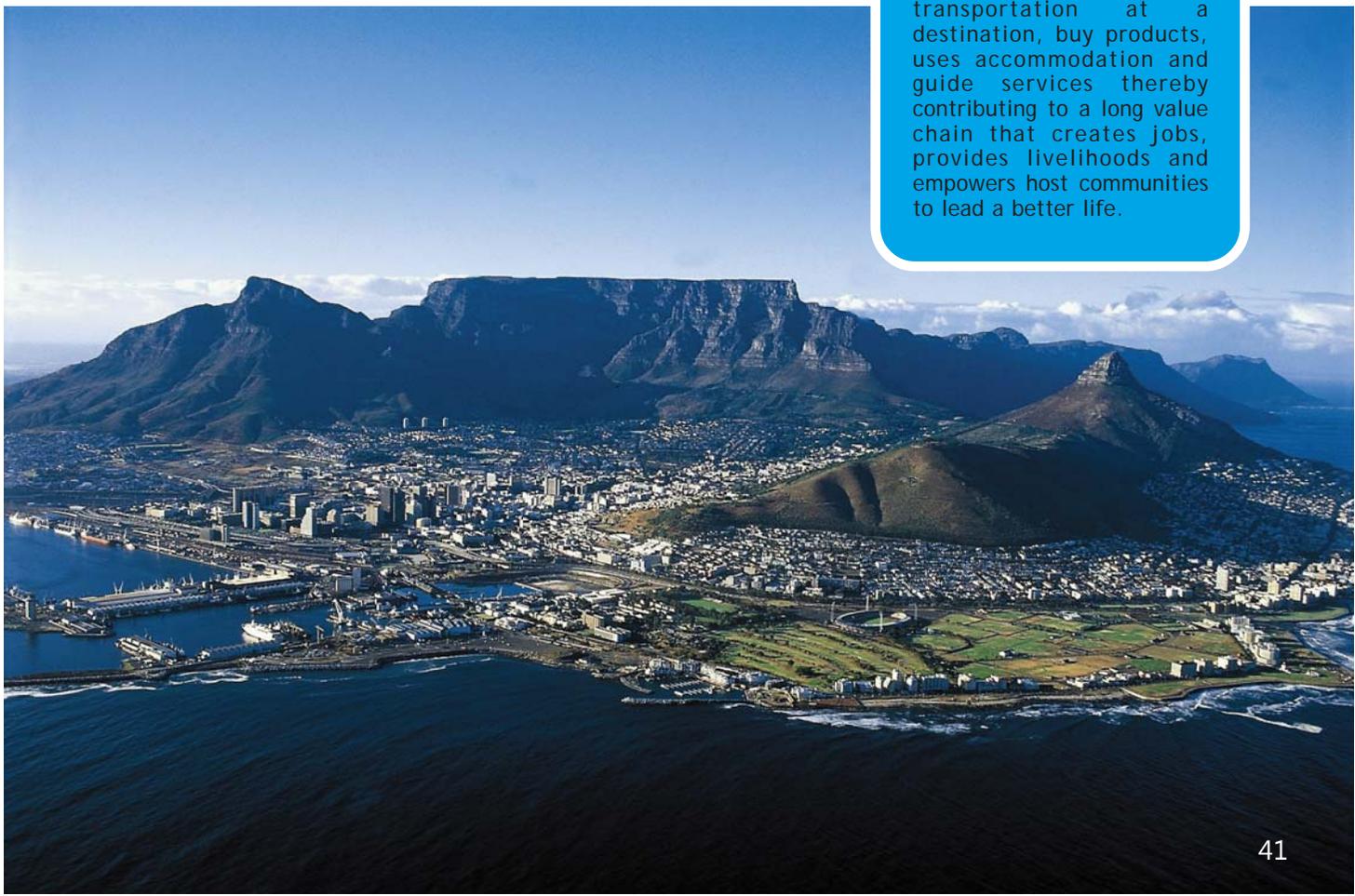
Development

United Nations World Tourism Organization

World Tourism Organization is an UN body headquartered at Madrid in Spain which is entrusted to look after the activities of tourism development at the global arena. The major initiative of UNWTO is in promoting and developing sustainable tourism with a

view to contributing to economic, social, political and cultural development, improves international understanding and integration, peace, prosperity and universal respect for human rights and fundamental freedoms for all classes despite on the basis of sex, race, religion, language etc is at the spirit of UNWTO's mandate.

Tourism has the potential to transform and benefit the rural communities. It can only prosper if it engages the local population by contributing to social values such as participation, education and enhanced local governance. Tourist use local transportation at a destination, buy products, uses accommodation and guide services thereby contributing to a long value chain that creates jobs, provides livelihoods and empowers host communities to lead a better life.





Country	Must see attraction
France	Eiffel Tower
China	Great Wall of China
Australia	Great Barrier Reef
Egypt	Pyramids of Giza
South Africa	Table Mountains
Peru	Machu Picchu
Brazil	Christ the Redeemer
Venezuela	Angel Falls
India	Taj Mahal
USA	Statue of Liberty



all tourism destinations located in developing and underdeveloped countries.

Why World Tourism Day is celebrated?

World Tourism Day (WTD) is celebrated on September 27th since 1980. WTD is organized at global level by UNWTO and is celebrated to foster awareness among the universal community about the importance and benefits of tourism and its social, cultural, political and economic value. World tourism's role in breaking down international boundaries and barrier across dissimilar cultures and to foster tolerance, assimilation, respect, sharing and mutual understanding between world nations and community is immense.

WTD is tourism's only international observance day on the UN calendar. WTD is an exceptional day for all stakeholders in tourism business to act in a way that is conscious and respectful which promotes dialogues and exchanges that ensure the host communities involvement and participation is fully in and which benefits them through the development of opportunities created by promoting responsible and sustainable tourism. The event also seeks to address global challenges outlined in the UN Millennium Development Goals (MDG's) and to highlight the contribution what tourism sector can bring in meeting these goals. World Tourism Day is celebrated in a particular geographical order each year. The rotation

commences from Europe, South Asia, Americas, Africa, East Asia, the Pacific and the Middle East.

Theme – 2014

WTD - 2014 is focused on the theme "Tourism and Community Development" and is actually to highlight tourism's role in improving the living standards of the host community

International Tourist Arrivals (2013)

In 2013, there were 1.087 billion international tourist arrivals worldwide with a growth rate of 5 % as compared to 1.03 billion in 2012. The top five countries in international tourist arrivals and their ranks during 2013 are as follows

Rank	Country	UNWTO Region	International Tourist Arrivals
1	France	Europe	83 million
2	USA	North America	69.8 million
3	Spain	Europe	60.7 million
4	China	Asia	55.7 million
5	Italy	Europe	47.7 million

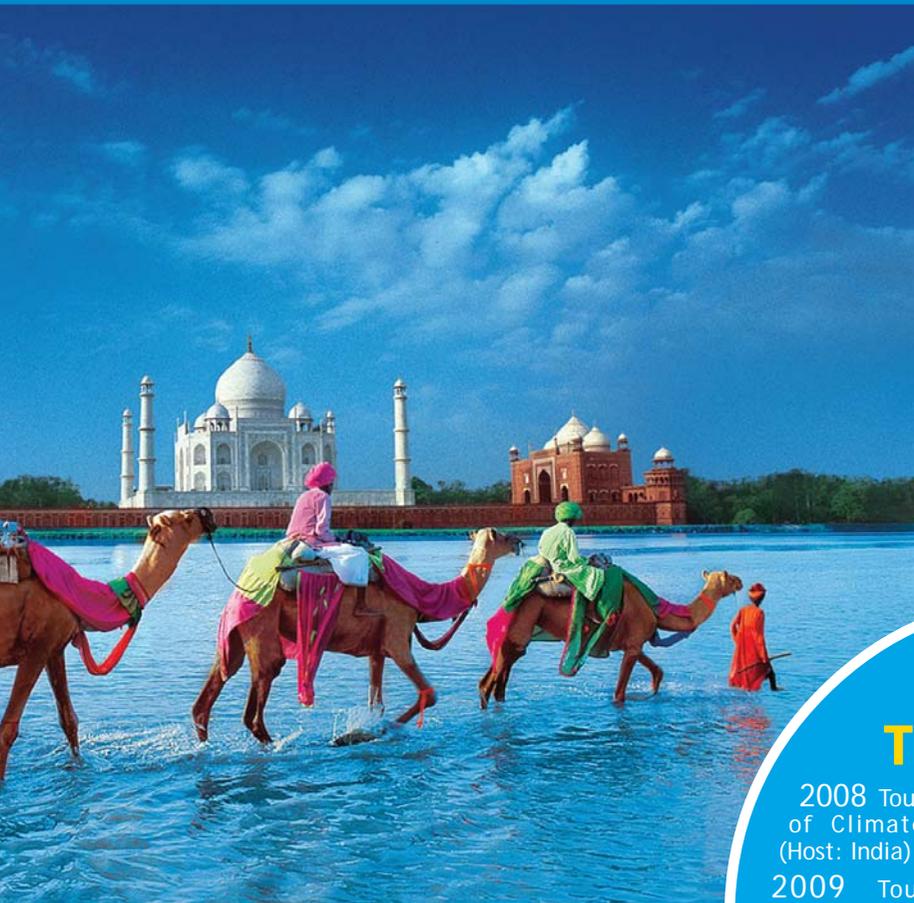
Source: UNWTO Statistics

During the year 2013, India received 6.97 million international tourists and the rank is 41 in Inbound Tourist Arrivals and 16th in total tourism receipts. India ranks ten from the Asia-Pacific region during 2013.

who are part and parcel of tourism development in a destination. Tourism being one of the world's largest service industries has already taken vital steps in effectively launching the concept of community based tourism (CBT) which benefits the host population. The theme "Tourism and Community Development" draws special attention to the potential of tourism to actively involve the grassroots level and hence

contribute to a critical building block of sustainable development.

WTD – 2014 theme highlights the need to bring the tourism sector and host community together to drive tourism's contribution to community welfare, effective community participation and sustainability. This year's theme is ideally timed to contribute to the debate on tourism's contribution to the Sustainable



of India is very immense and has been widely supported because of the numerous benefits it offers. The positive outcomes of CBT are community ownership, livelihood security, minimal leakages and backward linkages, efficient conflict resolution, increase in the host population social carrying capacity and improved conservation strategies. Moreover CBT enables the delivery of quality tourism products and services which ultimately leads to high levels of tourist satisfaction. As far as India is concerned the concept of CBT is indispensable for achieving sustainable and responsible tourism developments.

Earlier Themes & Host

2008 Tourism Responding to the Challenge of Climate Change and global warming (Host: India)

2009 Tourism - Celebrating Diversity (Host: Ghana)

2010 Tourism & Bio-diversity (Host: China)

2011 Tourism Linking Cultures (Host : Egypt)

2012 Tourism & Sustainable Energy (Host: Spain)

2013 Tourism & Water - Protecting our common future (Host: Maldives)

Development Goals (SDG's), the UN development blueprint after 2015, which places a high priority on host community participation. Seminars, tours and competitions such as photography are organized as part of WTD celebrations.

participate to highlight the main aspects around the theme "Tourism and Community development".

Community Based Tourism

Mexico – The Official Host 2014

WTD is officially hosted by a specific country every year and this year it is Mexico hosting the week long celebrations under the theme "Tourism and Community Development" a blistering topic which has a great relevance currently. Mexico is proud of its immense heritage and throughout the length and breadth of the country there are indigenous communities living according to their own unique customs and traditions. Some of them are practically unaffected from how they were before the Spanish conquest. Official celebrations will take place in the city of Guadalajara and will include a High Level Think Tank in which gathering of international experts, key tourism stakeholders and policy makers in the field of tourism development will

Community based Tourism (CBT) is a form of sound environmental sustainable and socially responsible tourism development, which has the potential to contribute substantially to local socioeconomic development, conservation, protection of natural and cultural resources and poverty reduction. In India CBT is increasingly receiving attention as it combines the aspects of community welfare and development, poverty alleviation and an ideal approach for conservation of natural and cultural heritage. CBT lend itself as a window to achieving broader development goals at national, regional and local levels and in developing countries CBT projects are mainly located in rural areas.

Community participation in the rural and eco-tourism tourism projects

Tourism is definitely a vital source for earning foreign currency and employment creation particularly for developing, under developed and island countries. Income earned from tourism projects and activities is redirected towards the sustainable conservation of natural and cultural assets. Responsible and sustainable tourism developments help to raise awareness among tourists, host communities and travel intermediaries about the importance and benefits of tourism. Above all World Tourism Day promotes tourism consciousness among all categories of people at the universal level.

The writer is Lecturer in Tourism, Mahatma Gandhi University, Kottayam



Landscaping Plants

Ground cover plants are essential in every garden so as to enhance the aesthetic appearance. Apart from protecting the garden soil from erosion and drought it also conceals the bare earth. They also form a thick carpet of growth where many other types of plants can't grow. Ground cover plants can act as a substitute for a lawn in heavily shaded

areas, under trees with shallow roots or in dry or wet spots or provide colour, texture and visual interest to large areas of the garden border.

They also prevent the spread of weeds and reduce evaporation loss from soil. More over suitable ground cover plants can help to transform any dull part of the garden to a beautiful show area. The suitability of a plant to use as a ground cover is determined by

its growth habits, not necessarily by size or height. Typically ground cover plants sprawl, spread, run or colonize by reseeding. Some ground covers will only grow in full shade, others thrive in full sun, and still others will survive no matter where it is grown. Let us look into a few prominent ground cover plants which add charm and beauty to our homestead gardens.

Rhoeo

Rhoeo is an excellent and fast growing ground cover in the garden. They enjoys partial shade to full shade to grow. They are very sturdy and drought tolerant. This is a fleshy rhizomatous herb native to Mexico and a low maintenance land scaping plant and thrives with little to know special care. The foliage of Rhoeo discolour are thick and possess a sword shape,

without stems that develop new growth. Most forms of this species are a combination of two colours, with the upper surface of the leaves being green and the underside being shades of purple or red. Variegated forms with leaves of green, white, pink and yellow also exist. Propagation of this plant is also very easy and flexible. Its clumping nature makes it perfect for dividing. Cuttings can also be taken from the

plant. The offshoots can be removed with some roots attached and potted separately.

Chlorophytum

Chlorophytum comosum otherwise known as Chicken and hen plant is a flowering perennial herb which grows up to 60 cm in height. It has fleshy tuberous roots and long narrow leaves. The plant is a grass like,





according to the growing condition. Plants like coreopsis, carpet plant, red ivy, dwarf cat tail, episcia, ten o' clock plants etc. are suitable for open spaces where there is enough sunlight. Rhoec, spathyphyllum, Cochea pilea etc. suits places having partial shade. Almost all the ground cover plants can be propagated using stem parts with at least two nodes. Moreover most of them produce mini plantlets around the mother plant which enables the gardener to lift them and plant to new areas for ground coverage. In general places where we have to plant them should be properly dug earlier and add dried cow dung or compost at the rate of 10 kilograms per 100 sq.feet.

If there is a chance for termite attack, use neem cake as basal preventive. Ground cover plants can be

clump forming evergreen perennial. Chlorophytum which originally comes from South Africa is one of the easiest house plants to maintain. Although it will survive in shady spots the plant does best in bright light. This is widely used as a ground cover, in borders and as edging around beds, walkways and paths. The plantlets that develop on the elongated stalks can be rooted easily. The main root mass can be divided to make new plants. Allow the soil to dry slightly between thorough watering. Some of the prominent varieties include Milky way having leaves with green margin and white to cream centre, Vittatum with dark green leaves, Variegatum with broad green leaves and white margins, White stripe having a narrow white to cream line down the central leaf vein etc.

Ribbon Grass

Ribbon grass is a perfect plant for adding a dose of colour where ever it grows. Since it is fast spreading it can be used for covering slopes as well as any bare areas in the garden. The perennial grass spreads thick by its underground rhizomes. They have attractive green and white striped leaves. Ribbon grass has now become a popular addition to the home landscapes. Ribbon grass varieties are easy to manage that provides colour transition and graceful foliage. The



grass easily spreads into a thick mat. It grows only about a foot high. As the leaves mature they become striped with green and white. Occasionally the plant will form a small flower. The plant is best suited for moist soils in partial sun. Ribbon grass grows well from division every few years. Simply dug up the root zone and cut the plant into sections.

As such there are so many plants that can be grown as ground covers

given a distance of 6 to 8 inches distance while planting. Organic manures like poultry manure, dried cow dung powder etc. can be applied frequently so as to ensure rich growth. Always take care to avoid the growth of weeds among the ground cover plants since it can destroy the charm of them. For any homestead garden ground cover plants are essential so as to beautify landscapes, drive ways, pathways, rock gardens etc. ■



Mary was restless and fearful. Her memories faded. People came with memories and then, slipped away! She could not tell what reality was and what the past was... She slowly lost the ability to make sense out of what her eyes and ears told her. She felt that her house was not her own. She wanted to go out and was annoyed when others prevented her. She could not remember where her belongings were. Perhaps someone had stolen them... She could not sleep and rest. She was totally lost and helpless...

Life is a journey filled with different kinds of memories that help build a colourful world around us. There wouldn't be anything worse in the world than losing one's memory. During the past few decades, dementia has emerged from obscurity. Once considered a rare disorder, it is now seen as a major public health problem that has a severe impact on millions of older persons and their families.

What is Dementia ?

Dementia is a general term describing decline in mental functions such as loss of memory, reason, judgment, and language, to such an

extent that it interferes with a person's daily life and activities. Dementia may be caused by a number of diseases, the most common of which is Alzheimer's Disease (AD). Some other causes for dementia include stroke, conditions like head injuries, hypertension, diabetes, hypothyroidism, vitamin deficiency, infectious diseases, genetic reasons, etc. The course of the disease can run from three to over twenty years, with gradually escalating severity of symptoms.

While there is no cure for most causes of dementia at present, there is a great deal of advice, support and information available from Alzheimer

Dementia

Can we reduce risk



Warning symptoms of dementia...

- Memory loss that affects job skills
- Difficulty in performing familiar tasks
- Problem with language
- Disorientation to place and time
- Problems with thinking
- Poor and decreased judgment
- Misplacing things
- Change in mood and behavior
- Change in personality such as unprovoked aggression, depression or mood swings
- Loss of initiative

World Alzheimer's Month
September
Alzheimer's Disease International

Dementia

Can we reduce the risk?

Research suggests that leading a brain healthy lifestyle may help to reduce a person's risk of developing dementia later in life. The general rule is what's good for the heart is good for the brain, so both should be well looked after with a balanced diet and regular physical and mental exercise.

The evidence shows that people may reduce their risk of developing dementia by adopting healthier lifestyles. Much of what's needed are simple activities you can do in your day to day life.

Remember, it's never too late to make any of these changes.

Let's take a look at five ways you can help to reduce your risk of developing dementia.

- 

1 Look after your heart

Smoking, high blood pressure, high cholesterol, diabetes and obesity all damage the blood vessels and, increase the risk for having a stroke or a heart attack, and, it now seems likely, going on to develop dementia in later life. These problems can be prevented through healthy lifestyle choices, and treated effectively if they do occur.
- 

2 Be physically active

Physical activity and exercise are powerful preventive medicines, helping you control your blood pressure and weight, as well as reducing the risk of type II diabetes and some forms of cancer. There is also some evidence to suggest that some kinds of physical activity can reduce the risk of developing dementia. The good news is that getting active is proven to make us feel good and is a great activity to do with friends and family.
- 

3 Follow a healthy diet

Food is fuel for both brain and body. We can help to keep it functioning properly by eating a healthy, balanced diet. Some evidence suggests that a Mediterranean-type diet, rich in cereals, fruits, fish, legumes and vegetables can help to reduce the risk of dementia. While we need to do more studies into the benefits of specific foods or supplements, we do know that eating lots of fatty and processed foods which are high in saturated fat, sugar and/or salt is associated with a higher risk of heart disease, and is best avoided.
- 

4 Challenge your brain

By challenging the brain with new activities you can help build new brain cells and strengthen the connections between them. This may counter the harmful effects of Alzheimer's disease and other dementia pathologies. By challenging your brain you can learn some great new things, so how about learning a new language or taking up a new hobby or sport.
- 

5 Enjoy social activities

Social engagement may also be beneficial to brain health because it stimulates our brain reserves, helping to reduce our risk of dementia and depression. Try and make time for friends and family, you can even combine your activities with physical and mental exercise through sport or other hobbies.

developing dementia with brain healthy lifestyles

Dementia in the Global Scenario

There are currently estimated to be 44 million people worldwide living with dementia and this number is set to rise to over 135 million by 2050. Nearly 7.7 million new cases are reported every year and a new case of dementia worldwide in every four seconds. (WHO report 2012). The worldwide costs of dementia exceeded and as a result, if dementia care were a country, it would be the world's 18th largest economy and if it were a company, it would be the world's largest by annual revenue exceeding Wal-Mart and Exxon Mobil. In the coming years, it is crucial employers around the

associations throughout the world. Medication can improve the disease symptoms and recent medical advances shows certain medicines help in arresting the deterioration process in the early stages. Although more common among the elderly, it is not a part of normal ageing. Often people misunderstand it as a psychiatric illness, but it's a progressive neurodegenerative disorder with psychiatric manifestation. People with Dementia require constant care and supervision, which includes assistance for eating, bathing, dressing as well as continued support, reassurance and resolution of daily living problems. The unrelenting demands, usually for the whole 24-hours, are uniquely challenging to the families

World Alzheimer's day and month

Since 1994, 21st September has been the only day on the calendar to observe World Alzheimer's Day to unite people with dementia, carers, and Alzheimer associations around the world. September 2014 will mark the third global World Alzheimer's Month, an international campaign to raise

awareness and challenge stigma. The stigmatisation of dementia is a global problem and it is clear that the less we talk about dementia, the more the stigma will grow. This World Alzheimer's Month will encourage us to find out more and play our part in reducing the stigma and improving the lives of people with dementia and their carers in our community'

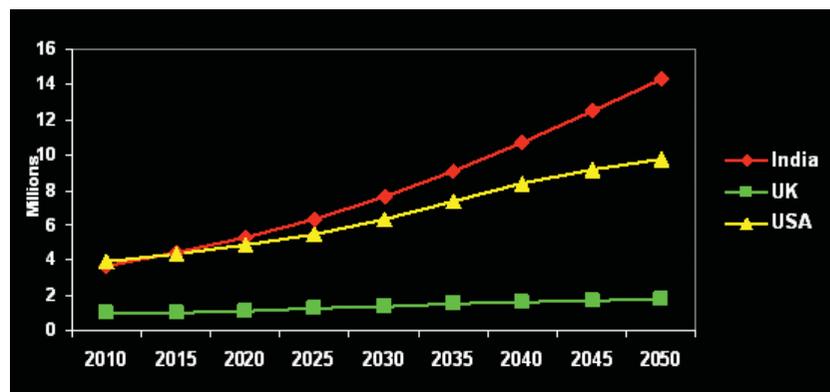
Healthy lifestyle keeps dementia at bay

The theme for World Alzheimer's Month 2014 is 'Dementia: Can we reduce the risk?', focusing on ways we may be able to help reduce our risk of

world implement support systems for people with dementia and their carers. In the distribution of global burden of dementia, 71% of people with dementia will live in low and middle income countries by 2050. Nearly half of people caring for someone living with dementia say they've experienced depression. According to a 2012 survey, about 3 out of 4 physicians agreed an early diagnosis offers advantages. Undernutrition is particularly common among people with dementia in all world regions

Dementia In India

India is having highest proportion



Kerala's initiative in dementia care

It is estimated that over 1.9 Lakh people will be affected by dementia in Kerala by 2015. Having a large elderly population and dementia prevalence in the country, Kerala needs to make dementia a public health and social welfare priority. Wide-range of studies and literature show that caregivers lack access to information or advice on how to ably respond to the disease and related social and emotional challenges. Maximal utilization of locally available resources and personnel including training and integration with existing infrastructure in identifying, assessing, managing and supporting people with dementia and their families is needed. Hence there is an urgent need to fill the gap between requirement and availability of support services.

An innovative effort by the Kerala State Government has been initiated to effectively meet the challenges thrown up by dementia in the state, which is one of its kind and a

pioneering maiden effort in the country. This is an apt model of public private partnership, where Alzheimer's and Related Disorders Society of India-ARDSI National Office has joined hands as a 'Knowledge Partner' with the Social Justice Department of Government of Kerala. The project will

- Raise awareness among general public about Dementia and highlight the state initiative listing the services to be extended. This will be done by preparing IEC material (handouts, wall posters, care manuals for carers and professionals, pamphlets highlighting prevention through life style modification, stressing early detection/right diagnosis and listing services etc), launching a web portal by Government with content enabled by ARDSI National Office. Observing World Alzheimer's month/day, delivering talks, initiating debates
- Initiate a dedicated 12 hr Helpline

for providing information on all forms of Dementia with a repository of FAQs and for people requiring specific assistance and know how

- Run two model centres for day care and 24X7 care catering to the needs of patients with mild/moderate and severe conditions of Dementia respectively in Government premises identified by the ARDSI with Government staff support. These efforts would also be clubbed with memory clinics to ensure early detection/right diagnosis and ensure referrals to the identified risk categories to near by facilities for detailed and thorough examination
- Building capacities of staff, health workers, carers and other stakeholders involved in dementia service provisioning

This initiative will be officially inaugurated in the World Alzheimer's Month-September 2014.

of elderly population in the world at 8.6% as per the 2011 census. The Dementia India Report 2010 estimated the number of people affected by dementia in India at 3.7 million ((2.1 million women and 1.5 million men) and predicted to raise upto 4.41 million overtake USA by 2015. This figure will double by 2030 to about 7 million persons and threefold by 2050. Accordingly the present estimates work out to be 4.27 million Indian has got dementia with yearly increase of 0.142 million. The prevalence of dementia increased steadily with age and higher prevalence and among older women than men. Prevalence of dementia reported from Indian studies range from 0.6 % to 3.5% in rural areas and 0.9% to 4.8 % in urban areas.

Impact of Dementia in India

- The impact of dementia on the individual, the family and society will increase exponentially in terms of the burden, disablement and cost of care. There will be an increase in demand for support services.
- Person with dementia do not access and use health and social care services. A small portion of persons

with dementia and families access private health services due to absence of or unsatisfactory public services, which is again delivered at piece meal and inefficient fashion.

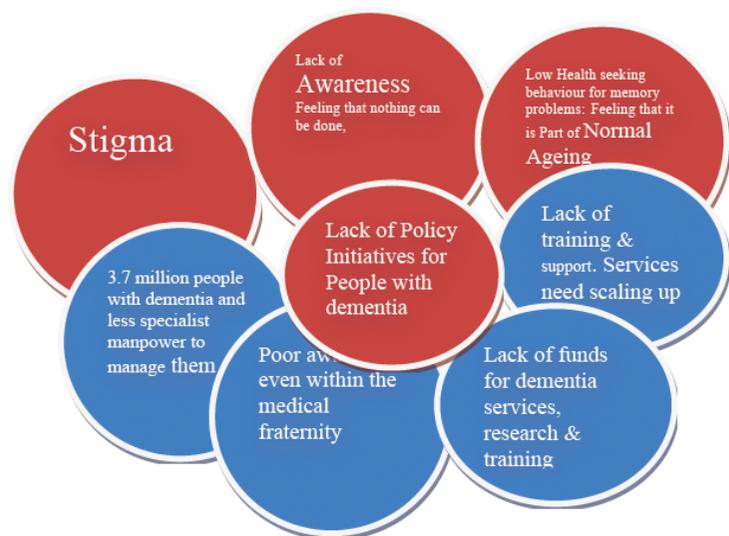
- Dementia care is characterized by a significant lack of service delivery and evidence on outcomes with interventions.
- More investment and careful planning will be needed to

maximize the quality of life of Persons with dementia and their families, and to accomplish that in an efficient manner with the available services.

- There are hardly any standard practice guidelines and treatment centres in India. ■

Dr. Jacob Roy is Chairman, Alzheimer's Disease International and Babu Varghese is RDC, ARDSI

Barriers to Dementia Care in India





State Agricultural Awards 2014

Kozhikode has a unique place in the history of Kerala. Unfaded memories of many epoch making events that changed the destiny of the State are still alive here. The land area renowned for 'Samootheri Kovilakams,' is now known for its agricultural heritage and palm trees. It was therefore not accidental that Kozhikode, the costal land of coconut trees was selected by the Government for the presentation ceremony of Karshaka Awards of this year.

The Malayalam New Year Day, Chingam 1st was on 17th of August, this year. This day, farmers all over Kerala are busy with celebrations and hectic activities of 'Karshaka Day' festivals. It was therefore prudent to select August 16th (one day prior to Chingam 1st) to recognize and honour the successful farmers who proved themselves as exemplary in various fields of Agricultural activities.

Extensive and elaborate arrangements were made at Kozhikode Marine Drive ground. A massive 80 feet stage with floral decorations, beautiful arches and stairs, well arranged chairs



to seat more than 5000 participants and so on made the atmosphere enviably marvelous. The award winning farmers and their families from various districts reported before noon at the ground. The entire officers and staff of Departments like Agriculture, Animal Husbandry, Soil Conservation were very active in arranging and organizing the proceedings. Smt. P.K. Renjini, Principal Agricultural Officer, Kozhikode was in charge of overall supervision of the programme.

The grand procession depicting and proclaiming the richness, galore, plenty and prosperity of Kerala agriculture literally made the city spell bound and

entranced. The interesting roller skating march presented by the students of various city schools was in front of the procession. The glorious theyyam, thira, thaalappoli, band sets and Kerala's unique martial art 'Kalarippayattu' moved just behind the roller skating team. Chief Minister Oommen Chandy inaugurated the function by lighting the traditional 'Nilavilakku.' Minister for Agriculture K.P. Mohanan presided over the function. Minister for Panchayat and Social Justice Dr. M.K. Muneer welcomed the gathering. Actress Manju Warrier was also present. The Chief Minister presented the prestigious Mithraniketan Padmasree K. Viswanathan Memorial Nelkathir Award for the best Padasekhara Samithi to Palakkad Kinassery Central Padasekhara Samithi. The award consisted of cash prize Rs. 2 lakhs, gold medal and memento.

Thereafter the awards for the panchayats without waste/barren land were presented. Thazhakkara (Alappuzha) won the first prize. Kanjikkuzhy (Alappuzha) and Peringara (Pathanamthitta) won the second and third prize respectively. The cash awards were Rs. 10 lakhs, Rs. 5 lakhs and Rs. 3 lakhs respectively. Karshakothama award was won by M.A. Muhammed (Thrissur) and Young Karshaka and Young Karshaka Vanitha



GOVERNMENT ORDERS

G.O. (P) No.24 / 2014 / P&ARD, Dated 31.07.2014

The documents to be enclosed along with applications to Government now need self attestation only. The state Government has issued orders regarding this. Cases in which if any law prevailing in the state necessitates the attestation of such documents or affidavits by a prescribed officer, are exempted from the new order. This will be a great relief to thousands who approach the government offices for various needs. The order also clarifies that if any applicant attesting fake documents will have to face punitive action including debarring. The order is based on the recommendation of the second administrative reforms commission. Making compulsory the provision for attesting documents by a specific officer amounts to corruption and misuse of power and creates problems for public.

GO (MS) 145/ 2014 /LSGD, dtd 13-08-2014

Those who fall under the BPL category applying under the RTI Act can obtain the certificate for availing fee concession from the Grama Panchayat Secretary also. Earlier only Block Panchayat Secretaries were designated for issuing this certificate. This has created a lot of delay and people from the rural areas have to travel a lot for obtaining the certificate. Now the State Government has issued orders empowering the Grama Panchayat secretaries to issue certificates for the BPL people who want to give RTI applications, free of cost.

GO (Rt) No.382 / 2014 / Plg , dtd 20-08-2014

Administrative sanction has been accorded for the scheme of strengthening of District Planning machinery at a total outlay of Rs. 20 crores. The fund release will be based on actual requirement and the order has specifically stated that the funds release should not be parked in banks. It is also instructed to strictly adhere to store purchase rules. CPWD rates should be followed to civil works. Post creation and purchase of vehicles are not admissible under the scheme.

GO (Rt) No.526 / 2014 / SJD. , dtd 16-08-2014

State Government has accorded administrative sanction for the CARE programme at an outlay of Rs 11 lakhs. CARE programme aims to conduct campaign programmes and counseling for student police cadets.

For details of Govt. Orders and Circulars please visit www.prd.kerala.gov.in
www.kerala.gov.in
www.finance.kerala.gov.in



Animal Husbandry department were also given away at this function. The best Dairy Farmer (Prakash K Shenoy, Alappuzha), the best mixed farming activity (Shaji Alias Antony, Palakkad), best women entrepreneur (Sindhu T Shyam, Thiruvananthapuram), best young farmer (Anisi Shaji, Thrissur) were honoured with prizes. The award for Best Farm Journalist was presented to Dr. N. Ajayan by Minister for Welfare of Scheduled Tribes, P.K. Jayalekshmi. The Krishibhoomi of mathrubhumi and the Deepika Daily were selected as the best agricultural-related programme and reporting respectively.

Various cultural programmes were the highlight of the festival spanning three days. The dance presentation by film star Navya nair was a real feast for the eyes. About 120 exhibition stalls, competition for Coconut Tree Climbing, Arecanut tree climbing, Njattupaattu, Naadanpaattu, cooking, weaving of bamboo basket etc. were organized.

In short, the message of International Family farming Year was the highlight of the award presentation ceremony all the days. The celebrations were ended with proclamation that Food is a Fact, We cannot Escape from. The only way out is to engage in farming wherever possible, whatever little way. **Together We Grow. ■**

The writer is PRO, Animal Husbandry Department

awards were presented to Renjith(Thrissur) and K.V. Simi(Kannur).

Awards for best Coconut Farmer was won by Kumaraswami(Palakkad) and 'Harithamithra' award for Best Vegetable Farmer was won by K. Mohanan(Thiruvananthapuram). The 'Udyanasreshta' award for Best Floriculture Farmer was won by Johny Thomas(Thrisuur). 'Karshaka Jyothi' award was presented to K. Raman(Wayanad) and 'Karshaka Thilakam' to Aisha Beevi(Kollam). The Best 'Jaiva Karshaka award was given to P.K. Mohandas(Alappuzha) and best Hitech Farmer award to Cicil Chandran(Thiruvananthapuram). 'Karshaka Prathibha' and 'Karshaka Thilaka' awards for best school students engaged in Agricultural Activities were received by Suraj(Wayanad) and Neenu Alias(Ernakulam).

The four awards instituted by