

SHOBHANA

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FM must slash

income tax rates

This is the only way to stimulate demand; the corporate tax

cut, in fact, won't boost investment in the short run

with consumers and always happy to retain all the gains. The government recently

slashed the corporation tax—from 30% to 22%—a bonanza if ever there was one. But,

that is not enough. After all these years, India Inc still wants to be protected from global

peers since it is not able to compete with them. Both the Bombay Club, and later, the Ban-

galore Club, complained bitterly of how global competition was hurting, insisting the

ing taxes while the professionals merrily evade them—don't deserve a tax break. Some-

one earning just ₹10 lakh per annum must pay tax at the rate of a staggering 30%. But,

the dividend distribution tax must go—else, how do industrialists, who are the biggest

beneficiaries since they are the ones who earn the dividends from their equity hold-

The largesse doled out in the form of the corporation tax should be taken back. The

So, individuals—salaried employees, primarily, since they are the ones actually pay-

rules be written so as to ensure Indian industrialists always got a better deal.

ings, to make ends meet?

well and need no help.

CIRP should be a lot smoother.

IKRAM KIRLOSKAR'S ADVICE to the government that personal income tax

(PIT) cuts can wait and that it should focus on other areas comes as a shock.

On second thoughts, not really. India's corporate sector is known more for

being greedy than for being generous, ever reluctant to share any benefits

SUBRAMANIAN



ANTI-CAA CONCERNS
Chief minister of West Bengal, Mamata Banerjee

If you don't take back the black CAA, if you don't reconsider the decision about (implementing nationwide) NRC, you will have to go. Don't ignore people's voice

FROM PLATE TO PLOUGH

ASHOK GULATI &

HARSH WARDHAN

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Wardhan is consultant, ICRIER. Views are personal

THE GOVT'S RESPONSE TO THE ONION-PRICE SPIKE HAS BEEN KNEE-JERK. INSTEAD, IT MUST BEEF UP STORAGE , JUNK THE ESSENTIAL COMMODITIES ACT & PROMOTE USE OF DEHYDRATED ONIONS

A case of not knowing one's onions

SONION PRICES crossed ₹100/kg in several retail markets, the central government has started having sleepless nights over its failure to control the spiking prices. Interestingly, during this period, an old video of prime minister Narendra Modi, then Gujarat chief minister, criticising the UPA government for high onion price went viral on social media. The PM was recorded saying, "Now we have to open lockers for onions too, and keep the onions locked in the house, [and] when guests come, they should only be served with its fragrance... This government is capable of giving tears without onions. Look at their sins—their claws have snatched onions from India's poor who used to survive by consuming bajra/wheat/jowar/maize rotis with onions. Those who have snatched away onions from the poor, there is a need to wipe away their sultanates from entire *India.*" Now, when he is in power himself and retail prices of onion have gone through the roof, PM Modi is silent. This shows that it is easy to criticise others, but policymaking is a tough job that requires humility, proper understanding of issues, resource-backing, and sustainable implementation of strategy. Here, we discuss how future fiascos relating to onions can be avoided.

But, let us first recount the journey of onion prices over the last few months. When retail prices touched ₹50-60/kg in September-October, the government imposed a minimum export price (MEP), put stocking limits on retailers and wholesalers, and then, finally, banned onion exports. However, when these measures failed to tame onion prices, even income tax raids were conducted on traders (see graphic). This only shows bankruptcy of ideas in policymaking. Such a situation has arisen almost every alternate year, but we have refused to learn. Then finance minister, late Arun Jaitley, had announced and allocated ₹500 crore for "Operation Green" in the 2018 Union Budget precisely to stabilise the prices of tomatoes, onions, and potatoes (TOP). The scheme was to be implemented by the ministry of food processing, but their website shows that the money has still not been released.

The current spike in onion prices could have been anticipated earlier. The

horticulture statistics division had reported 7% lower kharif acreage compared to previous year (2.73 lakh hectare) in major onion growing states (Maharashtra, Karnataka, Madhya Pradesh, Andhra Pradesh, Gujarat, and Rajasthan). Due to heavy rains in September/October, almost 58% kharif onions in MP, 18% in Karnataka, and 2% in AP got damaged. Besides, continuous rains led to a delay in harvesting in Maharashtra. However, the government woke up late and directed MMTC to import 1 lakh MT of onions. With relaxed fumigation norms, onions are being imported from Afghanistan, Turkey, and Egypt. The question is, at what price will MMTC import and dump in Indian market.

India is already the largest exporter of onions in the world, with an average of 2 MMT of exports per year (see graphic). Instead of banning these, it is better to keep imports open, so that when domestic prices rise unduly, private trade can start importing, rather than waiting for the government to take a delayed decision. This way, India can remain a reliable

the failure of government policy. To take care of consumers' interests, India needs to build proper value chains, as envisaged under "Operation Green".

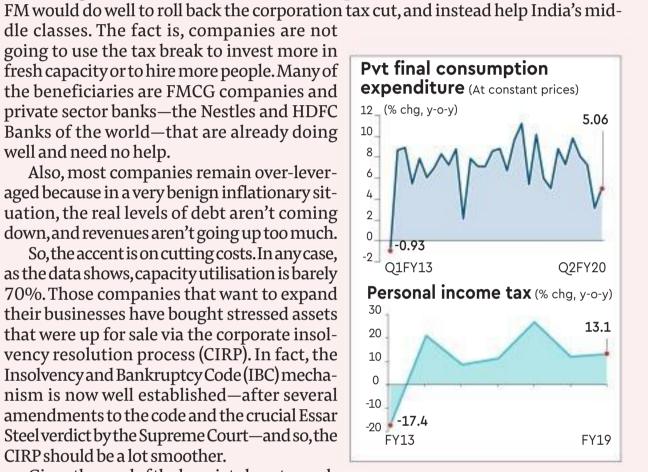
So, how to safeguard the interests of farmers as well as consumers? First, storage facilities for rabi onions must be created on a massive scale, both at the farmers'and traders'ends. When onion prices were hovering around ₹4-5/kg in April-May this year, the government could have purchased these at, say, ₹10/kg and stored them in modern private sector godowns. However, repeated stocking limits, and raids discourage private investments in modern cold storages. To encourage private storages, the Essential Commodities Act has to go, and if traders collude, let the Competition Commission of India (CCI)—and not income tax officials—look into this.

Second, the government needs to promote use of dehydrated onions (flakes, powder, granules) among urban households and bulk consumers (armed forces, hospitals, restaurants, etc). As onions are a sensitive commodity, the government should also keep a buffer stock of dehydrated onions, which have a much longer shelf life, especially since

1kg of the product equals 10kg of fresh onions; this is the right time to promote their use. Mahuva, in Gujarat, is already a hub for the dehydrated onion industry, with more than 100 storage units. However, with low international and negligible domestic demand, these units have a high pile-up of previous year's stocks.On the contrary, Jain Irrigation emerged as the largest dehydrated onion company in India, engaging small and marginal farmers on contract. The price to be paid to growers is assured by the company even before planting. And, if the market price after harvest is higher than the assured price, farmers get a price that is 60 paise/kg less than the market price. Such models of contract farming reduce market risk, and need to be scaled up.

Third, small and marginal farmers should be organised into FPOs, and direct buying by organised retailers should be encouraged through contract farming, bypassing the mandi system. Additionally, market reforms, along with overhauling infrastructure of existing APMO *mandis*, are required. With more than 5.5 years in power, the Modi government has missed the golden opportunity of carrying out APMC reforms in the large number of states it ruled, and this opportunity is slipping further away from their hands by the day. Without that, the question of unified national markets, or stabilising price and fair price to farmers and consumers is mere talk.

It is time to wake up from the onion nightmare and work towards more sustainable solutions than taking ad-hoc knee-jerk measures.



Given the need of the hour is to boost spending, cutting income tax rates would put some money in consumers' pockets. A well-constructed, simple tax framework without any exemptions and sharply lower tax rates across several income brackets should do the trick. Exemptions complicate matters, help evasion. Right now, rather than encouraging savings, we need to encourage spending; so, every single exemption—Section 80C, Section 80D, exemptions for principal and interest on home loans, etc—should be withdrawn. A simple structure is certain to produce more returns, and multiple income brackets will help minimise leakages. For instance, if all exemptions are withdrawn, including standard deduction, an individual earning ₹10 lakh per annum should not be paying more than 12%. Tax experts believe lower rates result in better compliance and boost collections. Governments, past and present, have been unable to recover taxes from professionals like doctors, lawyers, and consultants as also businesspeople, and voluntary disclosure schemes haven't worked too well. The number of taxpayers in India is ludicrously low compared to various 'proxy' metrics such as car sales or foreign travel. The number of individual taxpayers in 2017-18 was 8.45 crore; this includes some persons who paid TDS, but did not file returns. An FE study that compared a survey by ICE 360 degrees and IT returns filed showed there could be some 68,000 individuals in India earning above ₹5 crore annually, whereas the IT returns data has only 5,000 people making this amount. So, some steps need to be taken to recover taxes from those who are clearly evading taxes; a cleaner structure, with no loopholes, accompanied by some strict regulation and follow-up—no harassment though—should deliver the goods. Bigger disposable incomes that allow people to spend more will help push up corporate revenues, and in turn, the government's revenues. The fact is that while the fiscal deficit for the current year 2019-20 might not end

up much bigger than projected, thanks to bigger non-tax receipts from telecom dues, the slowdown could see tax receipts remaining under pressure in 2020-21, crimping government expenditure.

Better liquidity in the banking system, greater transmission of repo rate cuts into lower interest rates, and post-election revival in activity were to have lifted growth in H2FY20. Instead, the slowdown has been exacerbated by a combination of slowing credit flows as banks remain unwilling to lend, and less-than-expected transmission as banks stubbornly refuse to compromise on their margins. The post-election spending failed to materialise, with the governments' finances under severe pressure.

The big blow to growth has come from a sharp deceleration in demand. Low nominal rural wage growth, following from the stress in the farm sector, was hurting demand, but that seems to be steadying; wages grew 4.5% year-on-year (y-o-y) in H1FY20, similar to levels seen in 2018-19. However, due to a variety of factors, urban spends remain muted. In Q2FY20, when GDP crashed to a six year low of 4.5% y-o-y, the private final consumption expenditure, or PFCE, grew at 5.1% y-o-y; that is the slowest in seven quarters but one. In Q1FY20, the PFCE had grown by an anaemic 3.1% y-o-y. At a time when consumer confidence is at decadal lows, consumption needs a big boost. To be sure, consumers are holding back because they are not sure of their jobs, or income levels, or both.

TaggingItForward

There are many use cases for FASTag that the government should consider

efit of ₹12,000 crore per annum.

global exporter, helping farmers get better prices on a sustainable basis. Abrupt export bans are anti-farmer and reflect Weekly onion prices and policy interventions Price (₹/kg) Retail price (Delhi) Export ban removed IT raids Retail price (Mumbai) Wholesale price Stocking limits (Lasalgaon) 60

Weeks (Apr '19 to Dec '19)

Prominent economist & Labour

peer. Views are personal

Authorities will

blame outside

agitators, and

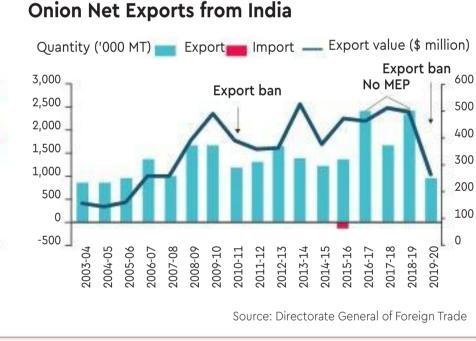
overreact...

Repression is the

wrong response as

it inflames

emotions further



Student troubles & political ripples

Source: Department of Consumer Affairs and Agmarknet

The urgent need is not to alienate anyone further. The country is perplexed as to why it is urgent to solve the refugee citizenship issue now

HAROLD MACMILLAN, THE prime minister of the UK in the late 1950s, was known as SuperMac because of his ability to win elections and be an effective leader. He was asked by a younger

politician what worried him most.

"Events, dear boy, events," he said. The Modi-Shah government is experiencing what Macmillan was talking about. Without any warning, a tsunami of protests has spread across India within half a week. India has developed a student rebellion much like the 1968 revolutions in USA, France, and the UK. A student revolt starts with a stray incident in some campus and then spreads like a virus across the world through a sense of solidarity. Students have not yet had time to be disillusioned and corrupted by reality. They are innocent enough to be idealistic. They take risks. (I know someone who gave up college and became a Naxal at the first call by Charu Mazumdar. He is

now high up advising the government.) Only once before, in the early 1970s, have we had a similar sudden and widespread protest movement. Jayaprakash Narayan led the Navanirman movement with thousands of students. It shook the Indira Gandhi government. We all know what happened next. That movement brought into politics Lalu Prasad Yadav and Mulayam Singh. The Emergency that followed saw a young RSS *pracharak*, Narendra Modi, in an active underground role.

The BJP surprised everyone this past summer by achieving a single-party majority for a second time. It had no opposition to speak of in Parliament. It had every opportunity to implement its vision of India. The question was whether

it would complete the growth story of the first term, concentrate on the target of a \$5-trillion GDP, or finish the health programme promised by Ayushman Bharat or realise the Make in India vision. None of the above. India was in for a surprise.

The government was decisively on the front foot soon after May. First came Article 370. The target was Pakistan, and the arena of combat the UN Security Council. India won that hands down. But, the trouble remains—the Kashmir Valley itself, which refuses to be calm or joyous about the new prospect the government is offering. When Farooq Abdullah is the biggest threat to the government, we

know that Pakistan never was the problem.

Now, we have the CAA. Once again, the government saw the two Houses of Parliament as the battleground. That was the predictably easy bit. New battlegrounds have come up in Assam and Bengal. How could the government not see it coming? Assam had been in turmoil over the NCR; the

state is not worried about just the Bangladesh Muslims, the Assamese have been agitating against all Bengalis and Biharis from before the Partition. For them, the Assamese Nation is under threat. Be they Hindus, Buddhists, or Muslims from India or Bangladesh, for the Assamese, they are all outsiders, and unwelcome. The extension of the deadline for entering India has been moved from 1971 in the Assam Accord to 2014 in the CAA. Assamese are angry about the CAA's

inclusiveness; the rest of the country is worried about the exclusion of Muslims. It is beyond the comprehension of

those whose central ideological framework is built around the Two Nation theory. There are at least as many cultural nations in India as there are languages. Remember, Bangladesh is a country today because it was Bengali-this, and not Islam, defined its nationhood. Tamil Muslims will be Tamils first and Muslims second on the issue of Hindi.

Then, there are the campuses. Each is a microcosm of the political nation. These students are also wired into the world at large. Expect student solidar-

ity with Jamia across the world, not just across India. There will be allegations of police brutality, and sooner than not, the accidental mortality of a bystander. student Authorities will blame outside agitators, and overreact. That will inflame matters further. Repression is the wrong response as it inflames emotions further. It is predictable. I saw it in 1968. General Charles

de Gaulle, the Great War hero, had rescued France from chaos, but he was out of his depth when Paris erupted in student revolt. Hard police attacks did not work. Uncomprehending, he resigned.

The urgent need is not to alienate anyone further. The country is perplexed as to why it is urgent to solve the refugee citizenship issue now, in this way. We need a nationwide conversation to explain why and how the fears of the Muslim minority are misplaced.

LETTERS TO THE EDITOR

On Brexit

While the government enjoys a resounding public-mandate and a healthy majority in the house, a lopsided cabinet structure dominated by Brexiteers is seemingly the new norm. That said, the regime ought to accomplish a lot more in the current term, than merely send across a strong message on sovereign-unity, especially when continued political instability over the last few years has delayed the outcome, despite multiple attempts to build consensus on a viable-deal. Although, it sounds fair to respect the first-referendum and have a leadership which favours Brexit, a diligent roadmap is required to accomplish the revised deadline. Significant levels of anxiety still prevail among bureaucrats, the EU council, international business forums and select sections of the society, as possibilities of a secondreferendum or No-Deal Exit are pretty much alive. Instead of closing the chapter for good and concentrating on larger socioeconomic issues to prioritise publicwelfare, the transition has been prolonged. Of late, a lacking collaboration, political turmoil and uncertainty over availability of goods & basic necessities, has dampened the business-sentiment and forced untimely exits for ventures. As markets keenly eye the implementation of next viable-steps by the leadership to improve the business-environment, retain empathy and regain valuations. A lot more than change of guard and iron will is thus needed to bridge the gap. It is the absence of a crystal-clear exit-terms and prevailing ambiguity over EU-requirements, even after an elongated phase of relentless administrative-efforts which is seen impacting the geo-politics. — Girish Lalwani, Delhi

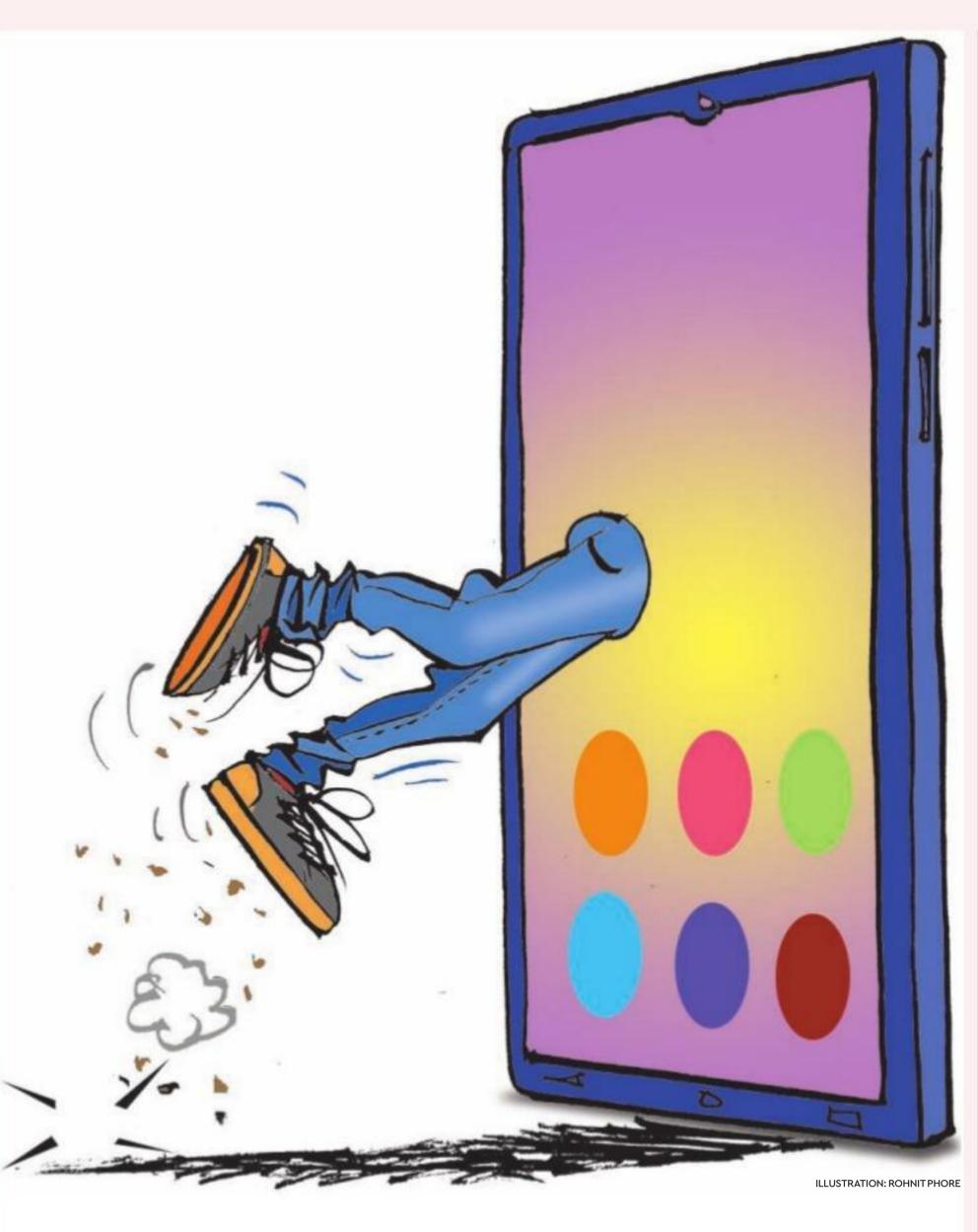
Write to us at feletters@expressindia.com

EETHING TROUBLES ASIDE, FASTag holds great promise for India. It is, of course, expected to bring down transport and human resource costs while reducing stoppage time on the road for vehicles. A study conducted by Transport Corporation of India (TCI) and IIM Kolkata in 2014-15 found that even though average speed of vehicles had increased, average stoppage delay per kilometre remained almost the same (0.0032 hr/km vis-a-vis 0.0034 hr/km), whereas the average stoppage expenses per tonne-km worsened, increasing 133% from ₹0.16/tonne-km in 2011-12 to ₹0.28/tonne-km in 2014-15. Given that FASTag addresses this, it may lead to, as another study finds, a ben-

UIDAI architect Nandan Nilekani, in a 2010 report, spoke of the benefits of the RFID technology that FASTag is based on. Earlier, when the government had made it mandatory for all cars to have RFID, the absence of a payment mechanism and a vehicle database made the exercise fruitless. With the revolution in digital payments, FASTag is sure to become a success. But, the government shouldn't just think of FASTag as a solution to toll-payment delays. A new high-level RBI committee headed by Nilekani suggests broader use for FASTag. Once the government has a database on vehicles, it can start building services around it—fuel payments, payment of penalty for traffic violations, parking and congestion charges, etc. Not only would this ensure a wider acceptance of the service but it would also mean improving accountability and revenue collection.

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FINANCIAL EXPRESS



TECHNOLOGY AND SOCIETY

Pessimism v progress

Contemporary worries about the impact of technology are part of a historical pattern

ASTER, CHEAPER, BETTER technology is one field many people rely upon to offer a vision of a brighter future. But as the 2020s dawn, optimism is in short supply. The new technologies that dominated the past decade seem to be making things worse. Social media were supposed to bring people together. In the Arab spring of 2011 they were hailed as a liberating force. Today they are better known for invading privacy, spreading propaganda and undermining democracy. E-commerce, ride-hailing and the gig economy may be convenient, but they are charged with underpaying workers,

exacerbating inequality and clogging the streets with vehicles. Parents worry that smartphones have turned their children into screen-addicted zombies.

The technologies expected to dominate the new decade also seem to cast a dark shadow. Artificial intelligence (AI) may well entrench bias and prejudice, threaten your job and shore up authoritarian rulers. 5G is at the heart of the Sino-American trade war. Autonomous cars still do not work, but manage to kill people all the same. Polls show that internet firms are now less trusted than the banking industry. At the very moment banks are striving to rebrand themselves

as tech firms, internet giants have become the new banks, morphing from talent magnets to pariahs. Even their employees are in revolt.

The New York Times sums up the encroaching gloom. "A mood of pessimism", it writes, has displaced "the idea of inevitable progress born in the scientific and industrial revolutions." Except those words are from an article published in 1979. Back then the paper fretted that

the anxiety was "fed by growing doubts about society's ability to rein in the seemingly runaway forces of

technology". Today's gloomy mood is centred on smartphones and social media, which took off a decade ago. Yet concerns that humanity has taken a technological wrong turn, or that particular technologies might be doing more harm than good, have arisen before. In the 1970s the despondency was prompted by concerns

about overpopulation, environmental damage and the prospect of nuclear immolation. The 1920s witnessed a backlash against cars, which had earlier been seen as a miraculous answer to the affliction of horse-drawn vehicles which filled the streets with noise and dung, and caused congestion and accidents. And the blight of industrialisation was decried in the 19th century by Luddites, Romantics and socialists, who worried (with good reason) about the displacement of skilled artisans, the despoiling of the countryside and the suffering of factory hands toiling in smoke-belching mills.

Stand back, and in each of these historical cases disappointment arose from a mix of unrealised hopes and unforeseen consequences. Technology unleashes the forces of creative destruction, so it is only natural that it leads to anxiety; for any given technology its drawbacks sometimes seem to outweigh its benefits. When this happens with several technologies at once, as today, the result is a wider sense of techno-pessimism.

However, that pessimism can be overdone. Too often people focus on the drawbacks of a new technology while taking its benefits for granted. Worries about screen time should be weighed against the much more substantial benefits of ubiquitous communication and the instant access to information and entertainment that smartphones make possible. A further danger is that Luddite efforts to avoid the short-term costs associated with a new technology will end up denying access to its long-term benefits—something Carl Benedikt Frey, an Oxford academic, calls a "technology trap". Fears that robots will steal people's jobs may prompt politicians to tax them, for example, to discourage their use. Yet in the long run countries that wish to maintain their standard of living as their workforce ages and shrinks will need more robots, not fewer.

That points to another lesson, which is that the remedy to technology-related problems very often involves more technology. Airbags and other improvements in safety features, for example, mean that in America deaths in car accidents per billion miles travelled have fallen from around 240 in the 1920s to around 12 today. AI is being applied as part of the effort to stem the flow of extremist material on social media. The ultimate example is climate change. It is hard to imagine any solution that does not depend in part on innovations in clean energy, carbon capture and energy storage.

The most important lesson is about technology itself. Any powerful technology can be used for good or ill. The internet spreads understanding, but it is also where videos of people being beheaded go viral. Biotechnology can raise crop yields and cure diseases—but it could equally lead to deadly weapons.

Technology itself has no agency: it is the choices people make about it that shape the world. Thus the techlash is a necessary step in the adoption of important new technologies. At its best, it helps frame how society comes to terms with innovations and imposes rules and policies that limit their destructive potential (seat belts, catalytic converters and traffic regulations), accommodate change (universal schooling as a response to industrialisation) or strike a trade-off (between the convenience of ride-hailing and the protection of gig-workers). Healthy scepticism means that these questions are settled by a broad debate, not by a coterie of technologists.

> Fire up the moral engine

As the decade

turns, put aside the

gloom for a

moment. To be

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obsessed 2020s is

to be among the

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who have ever lived

Perhaps the real source of anxiety is not technology itself, but growing doubts about the ability of societies to hold this debate, and come up with good answers. In that sense, techno-pessimism is a symptom of political pessimism. Yet there is something perversely reassuring about this: a gloomy debate is much better than no

debate at all. And history still argues, on the whole, for optimism. The technological transformation since the Industrial Revolution has helped curb ancient evils, from child mortality to hunger and ignorance. Yes, the planet is warming and antibiotic resistance is spreading. But the solution to such problems calls for the deployment of more technology, not less. So as the decade turns, put aside the gloom for a moment. To be alive in the tech-obsessed 2020s is to be among the luckiest people who have ever lived.

THE ECONOMIST

Unveiling White Revolution 2.0



Assistant Professor, IIM Lucknow, associated with CFAM



The dairy business is expected to reach ₹21,97,100 crore by 2024

N 2019, INDIA EMERGED as the largest milk producer and consumer. Niti Aayog estimates that the country is expected to increase its milk production to 330 million metric tonnes (mt) in 2033–34 from the current level of 176 mt. Marketing and innovation, thus, are increasingly becoming important on the cusp of White Revolution 2.0. This is also evident from the fact that dairy business is expected to reach ₹21,97,100 crore by 2024 with a CAGR of about 16%.

But, is White Revolution 2.0 symptomatic in nature? The new revolution has effectuated dairy firms' marketing strategy for milk and milk products, resuscitating the outlook of product-market mix. For example, until 1990s, dairy business was more specific to production and sales of butter, ghee, skim milk powder (SMP/WMP), spray and the market structure was oligopolistic. When the market integration took place post-liberalisation and Milk and Milk Products Order (2002) was abolished, dairy businesses

observed a radical shift toward a strategic product diversifi-

cation towards functional and traceable foods like nutritionbased health drinks, packaged milk products (such as

paneer), and frozen/probiotic products and so on. Second, market structure, conduct, and performance has dramatically changed post 2000s. Besides the established cooperative federations like Amul, other state cooperative federations and multinationals (namely, Nestle, Danon, and Lactalis) are aggressively harnessing the untapped business potential. It is interesting to note that there are 28 state federations, 218 district unions, 1,85,903 dairy cooperative societies. These societies are directly associated with 16.6 million farmers. However, the federal structures have out-

The phase two of

the National Dairy

Plan, which will

begin shortly with

an outlay of ₹8,004

crore, will provide

financial

assistance to

private dairy units

reach to only 24% of villages and around 22% of milch animal population. A majority, 80% of the market share, lies with private dairies and/or informal/unorganised markets. Thus, there is an opportunity to improve milk procurement and processing. Strategic partnership and competitive intelligence can create and distribute tangible benefits by strengthening the backend and frontend supply chain.

Third, increase in the market share depends on how dairy firms' capabilities and their resources are utilised given the opportunities and

threats emanating from emerging markets economies. White revolution 2.0 can strengthen the scope of vertical integration between cattle feed industries, dairy machinery firms, producer cooperatives unions, state marketing federations, advertising and marketing firms, logistics and distribution agencies.

Fourth, contract/corporate dairying and emerging global dairy trade are required to rope in dairy supply chains stakeholders in order to expand their outreach and "on-the-go" product positioning into the target segment. Also, digital technology-enabled dairy firms need to identify their compatible partners and competitors for co-creation through product-process innovation via relationship/value-based marketing. Freshness in milk, and convenience to store milk or milk products can be a technology innovation brought in by large dairy firms in association start-ups.

Fifth, National Dairy Development Board (NDDB) plays a pivotal role in dairy businesses through institutional and structural/policy reforms. For example, National Dairy Plan flagged off in 2012 at the auspices of NDDB has just concluded its phase one with an outlay of ₹2,242 crore. The phase one aimed to improve milk production and animal breed development. The phase two, which will begin shortly with an outlay for ₹8,004 crore, will provide the financial assistance to private dairy units for processing, increasing their outreach to the unexplored market, and improving milk quality testing at the milk collection centres.

The article is an abridged version of a lecture note titled 'Status and Scope of Marketing Intelligence in Dairy Business Management' presented at the Navsari Agricultural University at the CAAST-NAHEP project, ICAR

OME OF THE recent scientific studies have found that people who receive higher education live longer than those who do not. What's more, it also found that failing to obtain a higher education could be as damaging to a person's life as smoking cigarettes. According to a new study, reading books extend lifespan by up to two years, and the more often you read,

The authors of one of such famous study include professors and research associates from the University of Colorado-Denver, New York University and the University of North Carolina-Chapel Hill. This includes Patrick Krueger, who is an assistant professor in the Department of Health and Behavioral Sciences at the University of Colorado-Denver's Anschutz Medical Campus and a member of the research faculty at the Institute of Behavioral Sciences at the University of Colorado-Boulder.

the better.

It seems American musician Frank Zappa was wrong when he said "so many books, so little time." According to a new study, reading books could extend lifespan by up to two years, and the more often you read, the better. Reading books is not just a popular pastime; numerous studies have hailed the benefits for health. Few of the recent studies carried on in various Universities in world have reported that reading fictional books and books of your choice encourage thinking empathetically

Education makes us live longer Over the years, much attention

has been paid to mortality **VIDYA** rates based on socio-

HATTANGADI economic status

The writer is Management thinker and blogger

Back in 1975, economists concluded that longer lifespan is linked to wealth of a person, and concluded that wealth itself increases longevity. It seemed self-evident: everything people need to be healthy from food to medical care costs money. But soon it emerged that the data didn't always fit that theory. Economic upturns didn't always mean longer lives. In the 1980s, researchers found gaining higher education is associated with a

and it improves rationality of mind too.

gains in wealth. Finally, the more educated people in any country tend to live longer than their less educated compatriots. But such people also tend to be wealthier because of their

greater increase in life expectancy than

higher degrees they find better job opportunities, so it has been difficult to untangle which factor is increasing lifespan.

One undeniable fact is of teachers and college professors: they live longer and remain intellectually agile much longer than the rest of the population. The reason being that they engage in research most of their lives for teaching, for publishing which increases their longevity and most importantly also slows down their ageing process. Because they mingle most of their lives with youngsters, they tend to remain young at heart and soul.

It's no secret that over the last few decades, life expectancy in the United States has been rising. However, recent data shows that not everyone has benefited from this



encouraging trend. A new finding from Harvard Medical School and Harvard University shows that individuals with more than 12 years of education have notably longer life expectancy than those who never went beyond high school. "We like to think that as we as a country get healthier, everyone benefits," says David Cutler, dean for social sciences at the Faculty of Arts and Sciences, Harvard University.

Over the years, much attention has been paid to mortality rates based on socio-economic status, but less attention has been paid to recent trends in life expectancy, mortality, and education level. To understand recent mortality trends, David Cutler and John Meara of Harvard Medical School combined death certificate data with census population estimates and data from the National Longitudinal Mortality Study. Restricting analyses to whites and non-Hispanic blacks, the team created two separate data sets, one covering 1981-1988, and the other 1990-2000. In both data sets, life expectancy rose for individuals who had more than 12 years of education. For example, comparing the 1980s to

the 1990s, better educated individuals experienced nearly a year and a half of increased life expectancy, while the less educated experienced only half a year. For 1990-2000, life expectancy rose an additional 1.6 years for better educated, while remaining fixed for the less educated.

Let's look at what benefits educated

people? Educated people get routinely involved in social networking; they get access to information because of their abil ity to understand information. People with higher education feel like they have better ability to deal with adversity and have selfefficacy; they have more cognitive skills to manage any sort of complicated situation. They can easily navigate the health care system; they have more social support.

Reading helps us understand how other people think and feel. Reading improves our emotional intelligence. This understanding can improve the overall quality of a person's life as it would allow the person to act with better judgment and have more insight into the feelings and thought pattern of others. Research has shown that reading changes certain areas of the brain and activates certain other parts. According to neuroscientists, reading "rewires' those areas of the brain responsible for spoken language and vision. Hence, we see good readers with strong communication skills and cognitive intelligence. Reading can improve the functioning of the brain area that filters the massive amount of visual information that we see every day. This effect can also be observed in adults who learn to read much later in life.

Learning has no age bar. Each and every human is born with a right to be educated irrespective of his or her age. So, don't hold back your urge to learn. The goal of education is to improve intelligence, character plus caliber.

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