

Dharti Aabha Janbhagidari Abhiyan programme organised at Pehlipora Keller

HIMALAYAN MAIL NEWS
JAMMU, JUNE 23

As part of the nationwide initiative to uplift tribal communities through on-spot service delivery, the ongoing Dharti Aabha Janbhagidari campaign was conducted today at the Pehlipora area of Keller, Shopian.

The programme was held under the chairmanship of Additional District Development Commissioner (ADDC) Shopian, Dr. Nasir Ahmed Lone who graced the occasion as the chief guest.

Different departments had set up stalls, providing services to the people on the spot, as well as informing and educating people on government schemes.

Speaking on the occasion, ADDC said that the event focuses on creating awareness among the tribal population about their constitutional rights, welfare schemes and entitlements under the Forest Rights Act, 2006 and other government initiatives along with extending services to the local tribal community across 25 government interventions and programs.

ADDC appreciated the efforts of all

DA-JGUA: Special camp organised at village Kachnambal, Kangan to strengthen tribal welfare

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In a continued effort to bring governance and welfare services to the doorstep of tribal communities, a special camp under the Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DA-JGUA) was organised today at Village Kachnambal, Block Kangan, as part of the PM JANMAN (Pradhan Mantri Janjati Adivasi Nyaya Maha Abhiyan) framework.

The event, organised by the Information, Education, and Communication (IEC) team, witnessed enthusiastic participation from local tribal residents, reflecting growing awareness and engagement with government-led empowerment initiatives. The camp aimed to saturate eligible beneficiaries with welfare schemes and promote inclusivity through

Dharti Aaba Abhiyan: Mass awareness prog held at tribal village Gojithiji of Checkshera Khansahib

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As part of the ongoing Dharti Aaba Abhiyan, various activities were successfully conducted today at Village Gojithiji in Checkshera Panchayat, a remote tribal area falling within block Khansahib of district Budgam.

The abhiyan, a flagship campaign aimed at ensuring saturation of government schemes in tribal areas, focuses on convergence across 25 key interventions involving 17 line departments, with an objective of cent percent saturation and doorstep delivery of welfare schemes in tribal regions.

Today's Gram Sabha witnessed increased participation from local resi-

DIPR Kulgam organizes mega awareness programme on drug abuse at Bus Stand Laroo

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To curb the rising menace of drug abuse and to raise public awareness, department of Information and Public Relations (DIPR) Kulgam, in collaboration with the district administration, today organized a mega awareness programme at Bus Stand Laroo.

The programme aimed to sensitize the general public, particularly youth, about the devastating im-



participating departments and stakeholders for organising such an inclusive programme. He stressed upon the need for active participation of tribal communities in developmental processes.

DDC Member, Choudhary Fazlul Din sensitized the participants about various welfare schemes meant for tribal population and stressed upon them to come forward and avail the benefits.

Artists from the department of In-

formation and Public Relations, Shopian presented a skit on the Forest Rights Act, educating participants about the forest entitlements scheme which provides land, grazing, and other forest resources rights to the forest dwelling STs and other traditional forest dwelling communities.

The event was attended by various district/ sectoral and local officers along with an appreciable gathering of tribal community members and stakeholders departments.

protection, and livelihoods. Participants were encouraged to raise questions, share feedback, and receive clarifications from on-ground officials.

The camp also included community engagement activities, promoting tribal heritage and encouraging community pride in indigenous identity. Multilingual IEC materials were distributed to ensure clarity and accessibility across all age groups.

The program saw active involvement of sectoral officers, PRI members, frontline workers, and CSC representatives, showcasing effective coordination and convergence at the grassroots level.

The camp concluded with a collective reaffirmation to further the mission of social justice, empowerment, and tribal prosperity under the DA-JGUA initiative in district Ganderbal.



direct service delivery.

A comprehensive range of services was provided on-site, including, Aadhaar enrolment and updates, registration under Ayushman Bharat – PM-JAY, issuance of Scheduled Tribe (ST) certificates, PM-KISAN scheme enrolment, Jan Dhan account facilitation, Sickle

Cell disease screening and awareness, linkages with other PM JANMAN and tribal welfare schemes.

Alongside service facilitation, IEC team conducted interactive awareness sessions to inform and educate the tribal population on key schemes related to health, education, skill development, social



dents, especially members of the tribal community, who enthusiastically engaged with departmental representatives and voiced their appreciation for the outreach initiative.

All participating departments ensured active presence and shared detailed information about the eligibility and benefits of their respective schemes. Emphasis was laid on identifying saturation gaps and enrolling

uncovered beneficiaries under schemes such as, PMAY-G (Pradhan Mantri Awas Yojana – Gramin), Kisan Credit Card (KCC), Swadesh Darshan Guest Homes, Holistic Agriculture Development Programme (HADP), Jal Jeevan Mission (FHTC), Ayushman Bharat PMJAY Health Cards.

On-the-spot registrations for these schemes were also carried out, en-

suring immediate access and follow-up for eligible beneficiaries.

To celebrate the cultural richness of the tribal community, students of Government Secondary School, Gojithiji Khansahib, presented vibrant cultural performances, including Gojri folk music, to highlight the importance of preserving indigenous heritage and identity.

The entire awareness programme was hosted at the premises of Govt. Secondary School, Gojithiji Khansahib Budgam.

Dharti Aabha Abhiyan will continue its momentum in the coming days, reaching more tribal villages in Budgam to ensure inclusive and participatory development at the grassroots level.

mances.

Resource persons from concerned departments delivered insightful talks, highlighting the psychological, social, and legal consequences of substance abuse. They also apprised the audience about various government-run de-addiction and rehabilitation programmes in the district.

Among others, officials from the Social Welfare department, Information and representatives from other allied departments were present at the event.

DAJGUA Day 9: Pulwama admin organises mega awareness & Saturation Camp at Shar Pampore

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As part of the ongoing nationwide flagship initiative Dharti Aaba Janjatiya Gram Utkarsh Abhiyan (DAJGUA), district administration Pulwama today organised a mega awareness and benefit saturation camp at Shar Pampore.

The event aimed to bring essential services and individual entitlements directly to the doorsteps of tribal communities, in line with the campaign's vision of inclusive development.

A wide range of departments including Health, Education, Social Welfare, Rural Development, Agriculture, Horticulture, Animal & Sheep Husbandry, Fisheries, Food Civil Supplies & Consumer Affairs, Mission Poshan, Forest, among others had set up dedicated service stalls. These stalls offered real-time enrolment, scheme consultations, and awareness dissemination, ensur-



ing effective last-mile service delivery.

DDC Member Pampore, Tazeem was also present on the occasion. Addressing the gathering, she lauded the initiative's grassroots impact and its role in empowering tribal communities through targeted outreach. She interacted with the public, heard their concerns, and assured sustained coordination for timely implementation of welfare schemes.

To enhance access to

quality healthcare among tribal households, Health department had established a dedicated medical camp where a team of doctors and paramedics provided free consultations and on-spot treatments.

Special focus was laid on raising awareness regarding sickle cell disease and water-borne illnesses, with health experts educating the community on preventive healthcare, hygiene practices, and early symptom recognition. The camp

also featured testing for key health indicators including sickle cell screening, basic diagnostics, and water-borne disease assessments to enable early detection and timely intervention.

The camp was also attended by officers including Additional Deputy Commissioner (ADC), Awantipora; Chief Medical Officer, Pulwama; Block Development Officer, Pampore and other field functionaries.

ADC Awantipora inspected departmental stalls and reviewed the progress of service delivery. He appreciated the inter-departmental coordination and stressed on the need to ensure that every eligible beneficiary is covered under the ongoing saturation drive.

The camp saw an overwhelming response from tribal residents, leaders and youth representatives, who commended the initiative for delivering crucial services and support at the grassroots level.

DC inaugurates Intensified Diarrhoea Control Programme at DH Bandipora

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In a significant step towards combating water-borne diseases, the Intensified Diarrhoea Control Fortnight (IDCF) campaign was formally inaugurated today by the Deputy Commissioner (DC) Bandipora, Manzoor Ahmad Qadri, at District Hospital Bandipora.

On the occasion, DC administered a pledge to health officials and field workers, urging them to ensure comprehensive outreach and proactive engagement with communities to minimize the impact of diarrhoeal diseases. He emphasized the importance of preventive care,



timely treatment, and community awareness in reducing the burden of such illnesses in the district.

The inaugural event witnessed the presence of Chief Planning Officer, Medical Superintendent DH Bandipora, District

Health Officer along with other senior medical professionals and health workers.

The programme kicked off with an awareness session aimed at educating the public on the importance of hygiene, sanitation, and the

timely use of Oral Rehydration Solution (ORS) and Zinc in treating diarrhoea, especially among children.

"This campaign is not just about treating diarrhoea, but about preventing it through awareness and preparedness. Our aim is to reach every household with key messages about hygiene and the correct use of ORS and Zinc," said Medical Superintendent DH Bandipora.

The IDCF campaign, observed across the country, will continue in Bandipora district over the coming weeks, with intensified activities including door-to-door visits, community education drives, and distribution of IEC (Information, Education and Communication) material.

Distt admin B'pora intensifies IEC campaign against drug abuse across panchayats

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As part of the ongoing Nasha Mukti Jammu Kashmir Abhiyan (NMJKA), district administration Bandipora on Monday organised a series of Information, Education and Communication (IEC) programmes across multiple panchayats in the district to raise awareness on the harmful effects of drug abuse and to promote a collective resolve for a drug-free society.

Deputy Commissioner (DC) Bandipora, Manzoor Ahmad Qadri, presided over an IEC event at Garoora-B and addressed participants on the importance of community participation in tackling substance abuse. He emphasized that the menace of drug addiction can only



be defeated through united efforts at the grassroots level.

DC urged parents, teachers, youth, and civil society members to remain vigilant and proactive in guiding the younger generation away from the trap of addiction.

The IEC programmes were simultaneously held

across various blocks including Naidkhai, Hajin, Tulail, Bonakoot, Arin, Aloosa, and Bandipora, covering locations viz. Shahgund-A, Gundi Preng, Zadigay-B, Kralpora, Kudara, Kema, and Garoora-B. These awareness events witnessed active participation from local communities including youth, women, and elders.

Resource persons from departments such as Health, Education, Police, Social Welfare, Youth Services & Sports, Excise & Taxation, and JKNRML conducted engaging sessions highlighting the psychological, social, and economic consequences of drug abuse.

They also informed participants about available rehabilitation services, helpline support, and government initiatives aimed at prevention and recovery.

District administration reiterated its commitment to carry the anti-drug awareness campaign to every corner of the district as part of a mission-mode approach under Nasha Mukti Jammu Kashmir Abhiyan, ensuring that every individual becomes a stakeholder in building a drug-free society.

Distt admin B'pora organises NMBA pledge ceremony to strengthen fight against drug abuse

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As part of the ongoing campaign under the Nasha Mukti Bharat Abhiyan (NMBA), district administration Bandipora on Monday organised a mass pledge-taking ceremony at the Conference Hall, Mini Secretariat Bandipora to reaffirm commitment towards a drug-free society.

On the occasion, Deputy Commissioner (DC) Bandipora, Manzoor Ahmad Qadri, administered a pledge to the partici-

pants, urging all government functionaries to lead by example in spreading awareness against substance abuse. Senior officers of the district administration also participated in the pledge taking ceremony along with their subordinate staff.

The event was conducted as a significant activity under the month-long awareness calendar initiated by the district administration from June 2 to June 26, aimed at reinforcing public resolve against drug addiction.

On the occasion, DC reaffirmed the administra-

tion's commitment to support this mission by involving all sections of society in the fight against drug abuse. The campaign underscored the importance of a united and community-driven response to combat the growing menace of substance abuse.

Nasha Mukti Bharat Abhiyan pledge emphasized the role of youth in nation-building and their responsibility in shaping a drug-free society. It highlighted the importance of individual commitment alongside community, family and peer efforts to combat substance abuse.

The pledge called upon all citizens to unite in the mission of making our district and Jammu and Kashmir UT, free from drug addiction. It reinforced the idea that change must begin from within and urged everyone to contribute their best efforts to eliminate drug abuse and create a healthier, empowered nation.

Similar functions were organised at Sumbal and Gurez sub-divisions of the district with full fervor and enthusiasm, witnessing active participation from officials and staff at all levels.

