# Satish releases Dogri song, calls for enhanced efforts to preserve region's cultural legacy

HIMALAYAN MAIL NEWS
JAMMU, FEB 19

Minister for Food, Civil Supplies and Consumer Affairs, Transport, Youth Services and Sports, Science and Technology, Satish Sharma, today released a Dogri song by noted artists Neeraj Sharma and Sharon Bakshi, reaffirming the government's commitment towards preserving and promoting the region's rich linguistic and cultural heritage.

The release function witnessed participation of media representatives, prominent cultural personalities, artists and members of the local artistic fraternity, making it a vibrant celebration of Dogri music and tradition. The initiative was widely appreciated as a meaningful step towards strengthening the regional identity and encouraging creative expression rooted in local culture.

Speaking on the occasion, the Minister commended the artists for their dedication and valuable contribution to promotion of Dogri music. He emphasised that regional languages and folk traditions are vital pillars of Jammu and Kashmir's cultural fabric and play a crucial role in preserving the collective heritage of its people.

Highlighting the importance of cultural continuity, he said that preserving indigenous languages like Dogri is essential not only for safeguarding the traditions but also for nurturing a strong sense of identity among the younger generations. He stressed that cultural heritage must be celebrated, documented and passed on through creative mediums such as music, literature and performing arts.

Satish Sharma further reiterated the government's commitment towards supporting the cultural initiatives that provide platforms to local talent, encourage artistic innovation and create opportunities for artists to reach wider audiences. He underlined that such efforts contribute to cultural preservation while also promoting social harmony, creativity and community pride. The Minister also expressed hope that more artists would come forward to create meaningful content in regional languages, ensuring that traditional art forms continue to thrive in contemporary times.

The programme concluded with formal unveiling of the song, followed by an interactive session with the artists.

Neeraj Sharma and Sharon Bakshi expressed their gratitude for the encouragement and support extended by the government and the audience. They shared their commitment towards continuing their work in promoting Dogri music.

# DIPR organises workshop on GeM portal at Jammu

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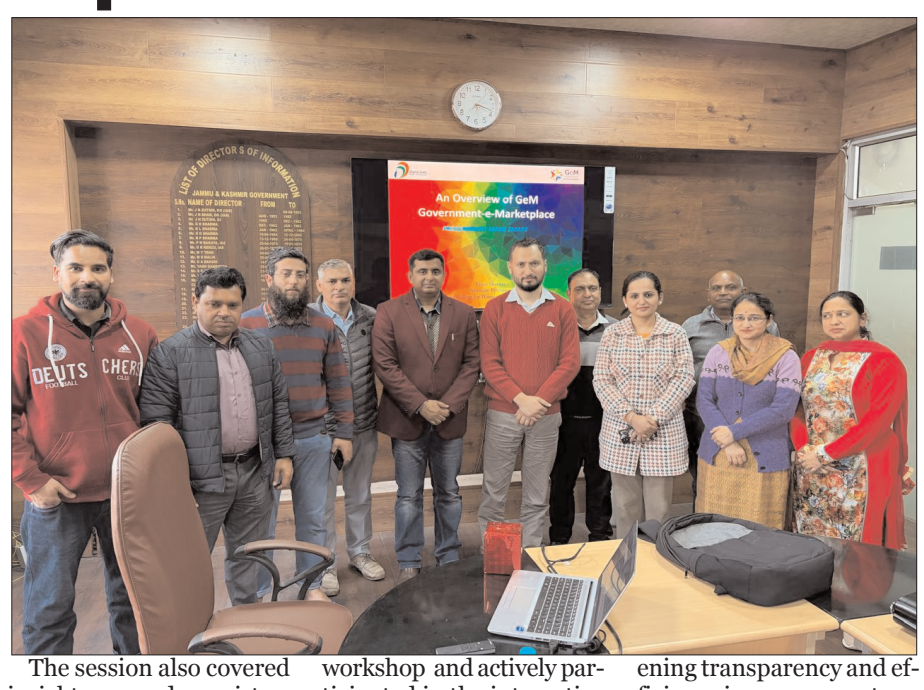


Department of Information and Public Relations (DIPR) organized a comprehensive workshop on the Government e-Marketplace (GeM) Portal at Media Complex here today.

The workshop was held under the able guidance of Director, Information and Public Relations, Nitish Rajora.

During the workshop Assistant Professor, GCW Parade, Venus Sharma, as Resource person provided detailed insights into the functioning and operational framework of the GeM portal.

He acquainted the participants with various procurement methods available on the portal, including direct purchase, bidding processes, and other transparent and efficient modes of government procurement.

The session also covered insights on vendor registration, order placement, compliance procedures, and best practices to ensure accountability and efficiency in public procurement.

All staff members of the Directorate attended the workshop and actively participated in the interactive session. The programme was also attended by Information Officers, Alka Misra and Maheer Thakur, who appreciated the initiative and emphasized the importance of digital procurement systems in strengthening transparency and efficiency in government operations.

The workshop concluded with a vote of thanks, reaffirming the Department's commitment to capacity building and adoption of e-governance initiatives for improved service delivery.

# LG unveils calander 'Legends of J&K'

HIMALAYAN MAIL NEWS
JAMMU, FEB 19

Lieutenant Governor Shri Manoj Sinha today unveiled the Calendar dedicated to Legends of Jammu Kashmir, at Lok Bhavan. The Calendar was published by Slimline Clinic of Dietetics and Clinical Nutrition, Jammu.

The Lieutenant Governor congratulated Ms. Mitali Gupta, Founder, Slimline Clinic of Dietetics and Clinical Nutrition, and everyone associated with the publication of the calendar.

The calendar features outstanding personalities of Jammu Kashmir who have made immense contribution to the society.

# DLSA Reasi organises awareness programmes

HIMALAYAN MAIL NEWS
JAMMU, FEB 19

Under the visionary leadership of Chairman, District Legal Services Authority Reasi (also Pr. District and Sessions Judge, Reasi), Khalil Choudhary and the able guidance of Secretary, DLSA Reasi, Pooja Gupta, an awareness programme on Beti bachao Beti Padhao was conducted by the Para Legal Volunteers of TLSC Katra at Panchayat Akhli, Katra and also by the Para Legal Volunteers ( PLVs) of DLSA, Reasi was successfully conducted in collaboration with ICDS at Panchayat Laiter, Pouni.

During the programme, the PLVs highlighted the objectives of the Beti Bachao, Beti Padhao scheme, emphasizing gender equality, the value of education for girls, prevention of female foeticide and the collective responsibility of society to ensure equal opportunities for daughters. The participants were also informed about various legal provisions and government welfare schemes aimed at safeguarding the rights and dignity of women and girl children.

Another awareness programme was conducted by the Para Legal Volunteers (PLVs) of DLSA, Reasi at Village Kotla regarding various schemes of the Department of Horticulture. The programme focused on spreading awareness among the local residents, farmers and beneficiaries about different welfare schemes being implemented by the Department of Horticulture, including the Fruits Plants Drive, Warming Compound Scheme, Dug Well Scheme and Sphere Pump Scheme of the Government.

The participants were sensitized about the objectives, benefits, eligibility criteria and the procedure for availing these schemes aimed at promoting horticulture development and improving the socio-economic condition of farmers. Emphasis was laid on encouraging farmers to adopt modern horticulture practices, avail subsidies and financial assistance provided under these schemes and enhance productivity through scientific methods. The gathering was also informed about the importance of sustainable water management through dug wells and sphere pumps, as well as protective measures such as warming compounds for better crop yield.

# For decongestion of city, operationalisation of New Bus Stand, DC Jammu orders strict regulatory measures

HIMALAYAN MAIL NEWS
JAMMU, FEB 19

Deputy Commissioner Jammu, Dr. Rakesh Minhas, who is also the Chairman Regional Transport Authority, today convened a meeting to review and finalise the functioning and operationalisation of the New Bus Stand Jammu.

The meeting focused on resolving traffic congestion, streamlining transport operations and implementing systematic route-wise allocation of bays and ticketing counters.

The meeting was attended by Additional Deputy Commissioners, Vidhu Shekhar and Ansuya Jamwal, SSP Traffic Jammu City, Amit Bhasin, Regional Transport Officer Jammu, Jasmeet Singh besides representatives of various Taxi and Tempo Traveller associations and other concerned departments.

During the meeting, the Deputy Commissioner made it unequivocally clear that the unnecessary choking of city roads will no longer be tolerated. Strict directives were issued stating that no taxi or tempo will be allowed to halt or cause bottlenecks at vital traffic nodes, particularly near St. Peter's School, BC Road, Ambphalla Chowk, Indira Chowk, KC Chowk, Hari Singh Park and the Government Super Speciality Hospital.

A detailed formal order containing these regulatory measures has been issued. For the awareness of the general public, copies of this detailed order have been shared on official social media accounts of District Magistrate Jammu besides other media platforms. No operator shall operate from any bay or Ticketing Counter other than the one allotted without prior written approval of the RTA, the order mandates.

To address the issue comprehensively, the DC announced a dedicated, earmarked space for taxi and tempo operators. The top floor of the JDA parking facility at the Jammu Bus Stand has been allocated exclusively for taxi and tempo unions to function as a centralised boarding and deboarding hub for all routes, a move aimed at bringing order to the city's transport network and easing congestion within core city limits.

To ensure uniform compliance, Dr. Minhas made clear that any unauthorised boarding and deboarding, whether by taxi and tempo associations or any other bus service, will be strictly penalised.

It was also mandated that Jammu Smart City Buses must conduct their boarding and deboarding operations solely from within the Bus Stand premises, besides other designated bus stops.

The DC directed SSP Traffic Jammu City and RTO Jammu to ensure rigorous on-ground enforcement of all decisions taken during the meeting, while assuring full administrative support to unions that comply with the new directives.

# DC chairs NCORD meeting; reviews drug control measures in Udhampur

HIMALAYAN MAIL NEWS
JAMMU, FEB 19

Deputy Commissioner Udhampur, Saloni Rai today chaired a meeting of the District Level Committee under the Narco Coordination Centre NCORD to review and reinforce measures aimed at curbing drug abuse in the district.

The meeting was attended by Additional Deputy Commissioner, Prem Singh and senior officers from concerned departments.

A detailed review was undertaken on key aspects of drug prevention and control, including identification and rehabilitation of addicts, cases registered under the Narcotic Drugs and Psychotropic Substances Act, surveillance of educational institutions, inspection of de-addiction centres and awareness campaigns conducted under IEC and Nasha Mukt Panchayat initiatives.

The committee also deliberated on strengthening inter-departmental coordination to effectively track and apprehend individuals involved in drug trafficking, identify drug abuse hotspots and promote community-level rehabilitation and awareness efforts. The DC directed all departments to intensify counseling services and further enhance IEC activities to sensitize the public about the harmful effects of drug abuse. She instructed Principals of Colleges to organize regular awareness programmes within their institutions. The CMO was asked to conduct sensitization and counseling sessions for healthcare staff and to expand IEC campaigns across all health institutions in the district.

Stressing the need for strict enforcement, the DC called for intensified action to seize illicit substances and safeguard the youth from the menace of drug addiction. She emphasized a coordinated and collaborative approach among all line departments to dismantle drug supply chains and ensure a comprehensive, community-driven fight against substance abuse. SDMs were also directed to organize awareness drives and sensitize the public about the ill effects of drug abuse within their respective jurisdictions.

# SWD Srinagar organizes Registration Drive for PMMVY

HIMALAYAN MAIL NEWS
JAMMU, FEB 19

Social Welfare Department (SWD), Srinagar, through SANKALP–Hub for Empowerment of Women (Mission Shakti), successfully organized a registration drive under the Pradhan Mantri Matru Vandana Yojana (PMMVY) at SKIMS Maternity Hospital, Soura and SKIMS Medical College and Hospital Bemina.

The primary objective of the drive was to identify and enroll eligible pregnant women and lactating mothers under PMMVY, ensure last-mile delivery of maternity benefits, and enhance institutional outreach of the scheme. The drive also aimed at creating awareness among beneficiaries regarding the financial assistance, eligibility conditions, and procedural requirements of the scheme.

During the drive, beneficiaries visiting OPDs, antenatal clinics, and maternity wards were mobilized, counselled, and guided through the registration process. On-the-spot registrations were carried out with the assistance of concerned health functionaries to ensure accuracy and timely enrolment.

The staff of SANKALP–HEW Srinagar coordinated closely with medical officers, nursing staff, and frontline health workers to facilitate smooth implementation of the drive. Special emphasis was laid on ensuring proper documentation, Aadhaar seeding, and verification to avoid future grievances and delays in benefit disbursement.

The registration drive contributed significantly to improving awareness, strengthening institutional convergence between the Social Welfare and Health Departments, and increasing the enrolment rate under PMMVY. The proactive support and cooperation of hospital authorities, health personnel, and field staff played a pivotal role in the successful conduct of the initiative.

Such drives will continue to be organized in the future to ensure maximum coverage of eligible beneficiaries, promote maternal health and nutrition, and further strengthen the effective implementation of women-centric welfare schemes under Mission Shakti.

# Awareness program under RAMP held at Tikri

**UDHAMPUR, FEBRUARY 19:** As part of the outreach initiatives under the Raising and Accelerating MSME Performance Programme, the District Industries Centre, Udhampur organized awareness cum facilitation camp at Block Tikri with a focused drive on promotion and on-spot facilitation of Udyam Registration for MSMEs, traders and aspiring entrepreneurs.

The programme was led by the General Manager, DIC Udhampur, Kishore Singh Katoch and Jagdeep Singh, Functional Manager, DIC Udhampur along with departmental staff.

The event was organized with the active support of Dheeraj Sharma, BDO Tikri in BDO Office premises. The camp witnessed encouraging participation from local entrepreneurs, unit holders, traders and other stakeholders.

Detailed sensitization sessions were conducted highlighting the significance of Udyam Registration as a gateway to institutional credit, government incentives, market linkages and policy support for MSMEs under RAMP and other flagship schemes of the Department of Industries & Commerce.

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