

# J&K set to shine as a year-round global tourism destination: CM Omar

**NEW DELHI, FEBRUARY 27:** Chief Minister Omar Abdullah today asserted that Jammu & Kashmir is poised to emerge as a year-round global tourism destination, backed by renewed confidence, expanded infrastructure and diversified tourism offerings.

He was addressing a grand promotional event held in New Delhi on Thursday evening, which was graced by the Union Minister of Tourism, Gajendra Singh Shekhawat, along with diplomats, travel trade representatives and key stakeholders from the hospitality sector.

Highlighting Jammu & Kashmir's spiritual richness, breathtaking landscapes and vibrant cultural heritage, the Chief Minister said J&K embraces visitors from across India and around the world. He emphasized that the government is actively working to broaden the tourism canvas beyond traditional destinations.

CM Omar Abdullah announced the development of new tourism circuits and the identification of nine emerging destinations aimed at offering fresh experiences to travellers.

Reflecting on recent challenges, the Chief Minister said the government has



drawn important lessons from past experiences. "Have lessons been learned from what happened last year.

The fact that it took us so long to open many of our closed destinations is indicative of the lessons we have learned," he remarked, adding that the focus now is firmly on the future and on building a more resilient and responsive tourism ecosystem.

The event was organised by the Jammu & Kashmir

Tourism Forum under the leadership of noted hotelier Mushtaq Chaya. Honorary Secretary General of the Forum, Wahid Malik, described the gathering as a historic moment in positioning Jammu & Kashmir as a safe and vibrant all-season tourism hotspot.

Mushtaq Chaya termed the present phase as one of "unprecedented progress and development," assuring visitors of world-class hospitality and improved facilities across Jammu and

Kashmir.

The event witnessed the presence of Advisor to the Chief Minister Nasir Aslam Wani; MLAs Pirzada Farooq Ahmad Shah, Tanvir Sadiq and Altaf Ahmad Wani; Director Tourism Jammu Vikas Gupta; ambassadors from several countries; travel association leaders; senior government officials; and prominent tourism stakeholders, making it a landmark occasion in the promotion of Jammu & Kashmir tourism.

# Sahai-led ICC delegation meets parliamentary committee on official languages, discusses promotion of Dogri, Hindi

HIMALAYAN MAIL NEWS  
JAMMU, FEB 27

A delegation of the Indian Chamber of Commerce (ICC), Jammu Chapter, led by its Chairman Rahul Sahai, met the Hon'ble Convenor of the Parliamentary Committee on Official Languages, Sh Ujjwal Raman Singh Ji, along with Hon'ble Member of Parliament Dr Anil Sukhdevrao Bonde Ji, Hon'ble Member of Parliament Sh Kuldeep Indora Ji, and Sh Manoj Kumar Ji, Hindi Adhikari, Ministry of Home Affairs, New Delhi, during their visit to Jammu and submitted a detailed representation highlighting the need for stronger promotion of Hindi/Dogri in Jammu & Kashmir. The Parliamentary Committee on Official Languages works under the overall leadership and supervision of Hon'ble Union Home Minister Sh Amit Shah Ji.

Welcoming the parliamentary delegation, Rahul Sahai apprised them about ICC's century-old legacy as a premier industry body committed not only to economic growth and policy advocacy but also to socio-



cultural development. He emphasized that language plays a vital role in inclusive governance, national integration, and public participation, and that Hindi/Dogri holds deep cultural and social relevance in the Jammu region.

During the interaction, the ICC delegation strongly advocated that land records in Jammu & Kashmir should also be drafted in Hindi/Dogri along with Urdu and English to ensure greater accessibility and convenience for the general public. The delegation proposed the establishment of a dedicated University Chair for Hindi/Dogri in major universities of J&K

with adequate grants, and recommended that enhanced funding support be sought from the UGC for sustained academic development.

Rahul Sahai further stressed before the parliamentary delegation the need for structured financial support to Hindi/Dogri NGOs, cultural organizations, and literary clubs. He suggested that the Ministry/Department of Culture, Government of J&K, should earmark and enhance specific funds for the promotion of Hindi/Dogri. The delegation also recommended that Hindi Divas be celebrated with greater enthusiasm across the Union Territory, particu-

larly in Jammu, and that individuals contributing significantly to Hindi/Dogri language and literature be formally recognized and awarded.

Highlighting the literary culture of the region, the ICC delegation noted that Hindi/Dogri Kavi Sammelans are being organized and appreciated but require stronger institutional backing, regular scheduling, and broader outreach. It was also suggested that such Hindi/Dogri literary events be broadcast on Doordarshan and regional news channels, and that private FM and radio channels be encouraged to increase Hindi/Dogri programming content.

# Multimedia Exhibition 'Viksit Bharat' concludes at Udhampur



HIMALAYAN MAIL NEWS  
JAMMU, FEB 27

The Multimedia Exhibition organized by the Central Bureau of Communication (CBC), Field Office Udhampur, in close coordination with Field Office Doda concluded here today. The event successfully merged the soulful heritage of India with a modern roadmap for economic and social progress, leaving the audience inspired and deeply informed about the nation's developmental trajectory.

The valedictory function commenced with a divine Ganesh Vandana, followed by a stirring rendition of the National Song, Vande

Mataram, performed by the senior artists of the Central Bureau of Communication. The musical ensemble featured Neeraj Verma on Tabla, Varinder Gazal singer on harmonium, Sunil Kumar on flute, Ram Lal & Sunita Attri singers. The performance was nothing short of captivating, soul-stirring and a combination of culture demonstrating themes of Government of India.

Programme Officer ICDS Subash Chander was the Chief Guest. He delivered an insightful keynote address that deeply resonated with the attendees. He highly appreciated the Central Bureau of Communication for its meticulous work. "This organization plays a pivotal

role in bridging the gap between the government and the public," he emphasized and added that such multimedia exhibitions are essential tools for mass awareness. He also lauded the artists and experts, stating that the integration of culture and technology at the venue provided a unique platform to the youth to understand the future of "Viksit Bharat."

A significant segment of the concluding day focused on Startup India by Pooja Jamwal, representative from the social welfare department. She highlighted how the initiative, which began on January 16, 2026 has become a milestone for overcoming job shortages and creating sustainable op-

portunities.

The success of companies in quick credit management and e-commerce—such as PhonePe, Flipkart, Meesho and Zepto—were cited as vibrant examples of how startups are the need of the hour in the internet age. She also shed light on Mission Aroma and the "Purple Revolution" as transformative forces for rural upliftment. "In regions like Jammu, the cultivation of lavender, rose and other aromatic plants is being recognized as the future for farmers and marginalized villages. This shift toward aromatic medicinal plants is seen as a primary way to cope with employment requirements in rural India and also boosting the local economy," she noted.

# DC Shopian reviews progress of Smart Meter installation, RDSS works

HIMALAYAN MAIL NEWS  
JAMMU, FEB 27

Deputy Commissioner (DC) Shopian, Shishir Gupta today chaired a comprehensive review meeting at Mini Secretariat Shopian to assess the progress of Smart Meter installation and works under RDSS.

During the meeting, deliberations were held on the pace of smart meter installation and mobilization of field staff for improving the progress under the initiative.

Concerned agencies involved in the project execution were instructed by DC Shopian to speed up the pace for improving progress while reviewing feeder-wise progress, emphasizing strict monitoring and regular field inspections.

The DC also took stock of the progress of works under Revamped Distribution Sector Scheme (RDSS). He



was informed that nearly 85% of the works under the scheme have been completed so far, making significant progress in strengthening the power infrastructure.

He emphasised for maintaining close coordination among stakehold-

ers for achieving desired results in the power sector upgrade.

Highlighting the importance of Suriya Ghar scheme initiative, the DC underscored the need to promote rooftop solar installation and ensure maximum beneficiary coverage

in the district.

ADCC Shopian, Dr. Nasir Ahmed Lone; ACR, Shakoor Ahmad Dar; SDM, Zainapora, Bilal Ahmed; Executive Engineer, KPDCL and other concerned officers and agencies representatives were present.

# J&K Bank accords warm farewell to two General Managers

HIMALAYAN MAIL NEWS  
JAMMU, FEB 27

Jammu and Kashmir Bank today accorded a warm send-off to its two senior management functionaries, Anand Pal Singh and Shabir Ahmad, who superannuated as General Managers after serving the institution for over three-and-a-half decades across various capacities and geographies.

The farewell function was chaired by the Bank's MD & CEO Amitava Chatterjee at the Corporate Headquarters. The event was attended by Executive Director Sudhir Gupta, Chief General Manager Imtiyaz Ahmad Bhat, General Managers, Deputy General Managers and other senior officers.

In his address, the MD & CEO thanked both officers for their steadfast commitment and invaluable contribution to the organisation, wishing them a healthy and fulfilling post-retirement life. "The superannuation of senior leaders is always a



moment of mixed emotions for any institution. While we celebrate their remarkable journey and immense contribution, we also recognize that we are bidding farewell to a wealth of experience and institutional memory. Both of you have contributed significantly to the Bank's growth and culture over the years," he said.

Highlighting the Bank's forward-looking approach, he added that a structured career progression process has already been initiated. "Our succession planning is well underway and we remain committed to nurturing the next line of leadership to take the organisation forward with renewed energy and vision," he stated.

He also called upon mid-

dle management to prepare for greater responsibilities in the rapidly evolving banking landscape. "The landscape of banking and finance is transforming at an unprecedented pace, driven by technology, regulatory shifts and changing customer expectations. Our upcoming leaders must be ready — both in mindset and capability — to assume larger roles. Agility, innovation, risk awareness and deep customer commitment must define the next phase of leadership at the Bank," he remarked.

Executive Director Sudhir Gupta and CGM Imtiyaz Ahmad Bhat also conveyed their best wishes to the retiring officers, appreciating their team spirit and significant contribution to the in-

stitution.

Expressing gratitude, both retiring officers thanked the Bank's leadership and their colleagues for the support and cooperation extended throughout their careers.

Anand Pal Singh said, "I feel honoured to have been part of the J&K Bank family. The journey has been truly rewarding, and I am grateful to the leadership and all my colleagues for their constant support and for the cherished memories we created together."

Shabir Ahmad remarked, "While expressing my gratitude to the Bank's leadership, I sincerely thank all my friends and colleagues for this wonderful journey of over thirty-seven years. I will always cherish these years with a deep sense of affection and satisfaction."

The ceremony concluded with the presentation of mementos as a token of appreciation, amid warm wishes from colleagues for a fulfilling and prosperous post-retirement life for the retiring officers.

# SBI Donates School Bus to Swami Pranavananda Vidyamandir in Jammu

HIMALAYAN MAIL NEWS  
JAMMU, FEB 27

State Bank of India (SBI) has donated a school bus to Swami Pranavananda Vidyamandir, run by Bharat Sevashram Sangha, Panjgrain Jagti Jammu, under its Corporate Social Responsibility (CSR) initiative.

The bus was formally handed over by Chief General Manager, Chandigarh Circle, Krishan Sharma to Swami Satyamitranandaji Maharaj, Secretary of Bharat Sevashram Sangha, Jagti, in the presence of senior bank officials including GM Vimal Kishore, DGM Jayant Mani, Re-



gional Manager Ajay Singh Kamdi and other staff members.

Expressing gratitude, Swami Satyamitranandaji

said the facility will greatly benefit students by addressing their transportation needs.

The initiative reflects

SBI's continued commitment towards community development, particularly in the fields of education and social welfare.