

JAMMU & KASHMIR

CS inaugurates SKUAST-J industry startup outreach programme under JKCIP



**HIMALAYAN MAIL NEWS
JAMMU, MAR 02**

Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu today organized a landmark Industry-Startup Outreach Programme under the Competitiveness Improvement of Agriculture and Allied Sectors Project (JKCIP) here.

The programme, attended by the senior government officials, industry leaders, startups, Farmer Producer Organizations (FPOs), academicians and students, was aimed at to strengthen the industry-academia-startup linkages in the Union Territory of Jammu & Kashmir.

The event was attended by Vice Chancellor, SKUAST-Jammu, Professor B.N. Tripathi, Mission Director, JKCIP/HADP,

Sandeep Kumar (IFS), statutory officers of the university, representatives of different institutions including IIIM Jammu, IIT Jammu, IIM Jammu, industry experts, UTLBC, J&K Bank, District Industries Centre (DIC) Jammu, startups and FPOs.

The Chief Secretary highlighted the need for FPOs to move beyond aggregation towards enterprise-oriented models centered on processing, packaging, branding and value addition to significantly enhance farmers' incomes.

Atal Dulloo elaborated 4 Cs: culture, capacity building, commercialization and connectivity for success of startups.

He reiterated the government's commitment towards improving the ease of doing business in agriculture, strengthening startup ecosystems and ensuring

timely and affordable credit through strong banking partnerships.

Appreciating the proactive initiatives of SKUAST-Jammu and the Mission Directorate JKCIP, the Chief Secretary stressed that despite J&K being a major producer of wool, trout fisheries, floriculture and medicinal and aromatic plants (MAPs), processing remains limited and requires focused attention.

Atal Dulloo expressed hope that the outreach programme would evolve into a sustained partnership model, positioning Jammu and Kashmir as a vibrant agri-entrepreneurship hub under initiatives such as JKCIP, HADP and Mission YUVA, contributing to the vision of Viksit Bharat.

Vice Chancellor Professor B.N. Tripathi detailed that holding the event outside the campus was both strate-

gic and symbolic, reflecting the evolving role of universities as drivers of entrepreneurship and regional economic growth beyond teaching and research. He highlighted key milestones in industry engagement, including establishment of the Bayer Learning Centre and introduction of Professors of Practice from industry to bring real-world expertise into academics.

The Vice Chancellor informed that over 120 startup ideas have been incubated in agriculture and allied sectors, with more than 32 receiving funding from the Ministry for Agriculture and Farmers' Welfare, Government of India. However, he emphasized that funding alone is insufficient and stressed the need for structured mentorship during scaling, compliance and commercialisation phases.

He urged the industry partners to support startups through mentorship, contract research, joint product development, pilot trials, technology validation and integration into established supply chains.

Dr. S.K. Gupta, Director Research, SKUAST-Jammu, presented the vote of thanks while Dr. Sanjay Guleria, Dean, Faculty of Basic Sciences, briefed them about the programme.

Meanwhile, two panel discussions were conducted during the programme, involving the representatives from different institutions.

'Receiving Brahmgyan and having realization of God is true devotion'

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Sant Nirankari Mission Branch Jammu organized a grand Satsang at the Cricket Stadium, Village Mandal, Jammu. Hundreds of devotees from across the region gathered with great enthusiasm to participate in the spiritual congregation and seek divine blessings. The entire atmosphere was filled with devotion, peace, and a spirit of unity.

The Satsang was presided over by Shri Anil Charak Ji, Pracharak, SNM Jammu. While delivering his enlightening discourse, he emphasized that the true purpose of human life is to attain Brahmgyan (Divine Knowledge) and practice true devotion. He explained that devotion is not merely about rituals, traditions, or outward expressions, but about realizing the formless God through the grace of the Satguru. Quoting the spiritual message, he said, "Receiving Brahmgyan and having the realization of God is true devotion." He elaborated that without the



knowledge of the Supreme Being, devotion remains incomplete. Brahmgyan is the divine vision bestowed by the living Satguru, through which a devotee experiences the presence of the one omnipresent God within and around. He further stated that Brahmgyan can only be received from the present living Satguru, who enables seekers to directly realize the formless Divine. Once blessed with this knowledge, a person's life transforms.

Qualities such as love, humility, tolerance, forgiveness, and selfless service naturally blossom.

The devotee rises above discrimination based on caste, creed, religion, or region and begins to see all humanity as one family under the fatherhood of one God.

Ajit Singh zonal incharge jammu said that Under the divine guidance and presence of HH Satguru Mata Sudiksha Ji Maharaj, Sant Nirankari Mission contin-

ues to enlighten humanity with this universal message of knowledge-based devotion, unity, and selfless service. The Mission remains dedicated to promoting peace, brotherhood, and spiritual awakening across the world.

The Satsang concluded with a community Langer. The congregation proved to be a source of spiritual inspiration and renewed commitment to live a life rooted in Brahmgyan and true devotion.

JKAACL releases 2 books for children

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Jammu & Kashmir Academy of Art, Culture and Languages (JKAACL) Jammu today organised a grand book release function here at K.L. Saigal Hall.

The two publications released are the Punjabi book "Tehakde Phull" authored by Balwinder Singh and "Rhymes for Kids" by Ms. Alka Sharma.

Principal Government College for Women Gandhi Nagar, Dr. Kulvinder Kour graced the event as the chief guest, while eminent writer and artist S. Jang Singh Verman presided over the function.

Among others present included Additional Secretary Arun Sunali Gupta; Additional Secretary Lal Chand; authors Balwinder Singh and Alka Sharma and Senior Editor, Sheeraza Punjabi, Popinder Singh Paras.

Welcoming the august gathering, the Additional Secretary Arun Sunali Gupta extended a warm



welcome to the chief guest and other distinguished guests and complimented the authors for their commendable literary contributions.

In her address, Dr. Kulvinder Kour lauded the authors for their valuable contribution to children's literature in Punjabi and English. She appreciated the proactive role of the Academy in organising literary and cultural programmes to inspire the younger generation. She also expressed her willingness to extend the collaboration of Government College for Women, Gandhi

Nagar to the Academy for organising joint programmes in the future.

Additional Secretary, Lal Chand highlighted the significance of the twin books and appreciated the authors for enriching children's literature, saying that the Academy is committed to preserve and promote the Art, Literature and culture.

Dr. Kusam presented a detailed paper on the Punjabi book "Tehakde Phull" authored by Balwinder Singh, while Popinder Singh Paras presented a comprehensive review of "Rhymes for Kids" by Ms. Alka Sharma.

Senior Writer and Journalist Jang Singh Verman applauded the Academy's consistent efforts in promoting language and literature.

Prof. Raj Kumar, Rattan Singh Kanwal and Suraj Singh Suraj hailed the publications noting that the books by such dedicated authors are the need of the hour and deserve due recognition and honour.

The proceedings of the programme were conducted by S. Popinder Singh Paras, while the vote of thanks was presented by Chief Editor, Gojri, Dr. Javid Rahi.

DC Kathua visits Parisha, One Stop Centre; reviews women-centric Services

**HIMALAYAN MAIL NEWS
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As part of the ongoing Women Week campaign, the Deputy Commissioner Kathua Rajesh Sharma today visited Parisha and the One Stop Centre to assess the functioning of the twin centers and review the services being extended to women.

During his visit to Parisha, the Deputy Commissioner took stock of the facilities available and the support services being provided to the women beneficiaries.

He interacted with the staff and reviewed the mechanism in place for addressing the concerns of women, particularly those in distress. The DC stressed the need for prompt response, confidentiality and a compassionate approach in handling cases related to women welfare.

Inspecting the One Stop Centre, the Deputy Commissioner reviewed the assistance and intervention being provided under various women-centric schemes.

He examined the record of cases handled, counselling services, legal aid



support, medical assistance and referral mechanisms being extended to affected women.

The DC directed the concerned officers to ensure

maximum outreach and awareness about the services available at these centres so that more women can benefit from the support system.

Chief Planning Officer Ranjeet Thakur and District Social Welfare Officer Varun Chaudhary accompanied the Deputy Commissioner during the visits.

DC inspects civic facilities, development works in Ramban town

RAMBAN, MARCH 02: Deputy Commissioner Mohammad Alyas Khan today conducted an extensive visit of Ramban town to review the progress of ongoing developmental works and assess the infrastructural needs of the area.

Senior Superintendent of Police, Arun Gupta; Additional Deputy Commissioner Varunjeet Singh



Charak, officers from the line departments and civil society representatives accompanied the Deputy

Commissioner during the visit. The Deputy Commissioner inspected the progress of upcoming infra-

structure projects at Cafeteria Morh, Bus Stand, Main Market and Masjid Market, including construction of park, road improvement works, lane and drainage works, sanitation measures and other public utility services being executed by different departments.

He took stock of the pace and quality of works and directed the concerned officers to ensure their timely completion while maintaining prescribed standards.

DDC Reasi reviews functioning of Labour and Employment Department

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District Development Commissioner Reasi Kumar Abhishek today chaired a review meeting to assess the functioning of the Labour and Employment Department.

The meeting reviewed in detail the implementation of key initiatives including Pradhan Mantri Shram Yogi Maan-Dhan (PM-SYM), E-Shram registration, delivery of online services and Information, Education and Communication (IEC) activities.

The DDC directed the department to widen the implementation of labour welfare schemes across the district. He laid special emphasis on enforcement of the Child Labour (Prohibition and Regulation) Act and the Juvenile Justice Act, for which a dedicated task force has already been constituted in the district.

While reviewing the performance of the Employment and Counselling Centre, the DDC took stock of



achievements under Tejaswini, Mumkin and other Mission Yuva schemes. He instructed the concerned officers to ensure wide publicity of Mission Yuva, particularly highlighting opportunities under MSME and nano projects based on

local requirements.

Further, field functionaries were directed to intensify their outreach efforts and provide end-to-end handholding to beneficiaries — from initial loan application to submission of final completion reports —

to ensure effective implementation and maximum benefit to the youth of the district.

ADDC Sukhdev Singh Samyal, CPO Narinder Kumar, ALC Reasi and other officers were present in the meeting.