

Women's Week campaign commences in Kathua with grand inauguration

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The District Administration Kathua today formally launched the Women's Week Campaign with a grand inaugural ceremony held at Government Degree College (GDC) Women, marking the beginning of a week-long series of activities dedicated to promote the empowerment of women in the district.

The Campaign centers on the Beti Bachao Beti Padhao theme, underscoring the collective resolve to protect, educate and empower the girl child.

The event was attended by Deputy Commissioner Rajesh Sharma as the Chief Guest, besides ADDC Surinder Mohan Sharma; District Programme Officer ICDS Mohammad Syed Khan; ADC Vishavjeet Singh; CPO Ranjeet Thakur; DSWO Varun Chaudhary and other senior officers. Faculty members, students of the Women's College and officials from the Social Welfare Department were also present in large numbers.

The ceremony commenced with the lighting of the ceremonial lamp and Saraswati Vandana, followed by a thought-provoking Nukkad Natak focusing on women safety and the measures required



to ensure a secure environment for girls. Addressing the gathering, the Deputy Commissioner underscored the pivotal role of women in nation-building and emphasized the need to ensure equal opportunities, safety, quality education and economic independence for them. Highlighting the significance of Beti Bachao Beti Padhao, he reiterated the administration's commitment to strengthening women-centric schemes, promoting skill development, health awareness and inclusive growth. "It is for the first time, Women's Week is being celebrated on such a scale in the district" he noted. College Faculty, Prof. Rachna stressed the importance of maintaining gender balance in society and called for sustained efforts to make women self-reliant and financially independent. Mementoes were presented to Prof. Rachna and the students who performed Saraswati Vandana and Nukkad Natak in recognition of their commendable performances. Earlier, the District Social Welfare Officer highlighted the objectives of observing Women's Week. He lauded the increasing participation of women in diverse fields and reiterated the department's commitment towards their welfare and empowerment. Meanwhile, similar inaugural functions were organized across all sub-divisions of the district.

Central Nodal Officer for PM Shri Schools inspects Educational institutions in Rajouri District

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Anice Joseph Chandran, Joint Secretary, NCCF, Government of India and Central Nodal Officer for PM SHRI Schools for District Rajouri visited different schools in the border district today. She was accompanied by State Coordinator PM SHRI Schools, Fayaz Ahmed Fayaz. Chief Education Officer, Mohammad Hafiz also accompanied the team during the visit.

During the visit, the Central Nodal Officer conducted a comprehensive review of the functioning and implementation of the PM SHRI scheme in the district. She inspected Government Higher Secondary School Bajabain, Government Higher Secondary School Bhawani, Government Higher Secondary School Dhangri and Government Higher Secondary School Langer, assessing infrastructural development, academic performance and innovative initiatives undertaken under the PM Shri School scheme. Expressing satisfaction over the overall performance of the institutions,



she stressed on effectively translating the vision of the Prime Minister under the PM SHRI initiative into reality. She appreciated the visible improvements in infrastructure, quality of teaching-learning processes and the adoption of innovative and student-centric practices. While interacting with students and staff members, she emphasized that the benefits under the PM SHRI scheme must reach every eligible student. She further stressed the importance of organizing guest lectures by professionals from diverse fields to provide students with practical exposure, career guidance and real-world insights.

Deputy Commissioner Abhishek Sharma also met the visiting officer at Government Higher Secondary School Dhangri and held detailed discussions on the effective implementation of the PM SHRI scheme in the district. The Deputy Commissioner emphasized the inclusion of Financial learning in schools to promote financial literacy among students from an early stage, enabling them to understand savings, investments and responsible financial management. The Central Nodal Officer also highlighted the importance of integrating Artificial Intelligence (AI) and Coding into the school curriculum to prepare students for future technological advancements. She underlined that early exposure to emerging technologies would empower students to compete confidently in the rapidly evolving digital era.

State Coordinator PM SHRI Schools, Fayaz Ahmed Fayaz, briefed the visiting officer on the achievements and progress of PM SHRI Schools in the district, while Chief Education Officer Mohammad Hafiz presented a detailed overview of infrastructural upgrades, academic milestones and innovative practices implemented across PM SHRI institutions in Rajouri.

Dy Chief Minister conducts surprise inspection of Chief Engineer PWD Office, Jammu

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Deputy Chief Minister, Surinder Choudhary, today conducted a surprise inspection of the office of Chief Engineer, Public Works Department (R&B) Jammu to assess its functioning and progress in both physical and financial areas. During the inspection, the Deputy Chief Minister reviewed the overall working of the office and called for prompt, efficient and citizen-centric service delivery. He took stock of both the physical and financial progress of ongoing projects and emphasised the need for achieving the targets within stipulated timelines. Stressing on accountability and efficiency, he directed the officers to ensure seamless coordination between the Chief Engineer's office and allied wings for



timely completion of developmental works. He underscored that any delay, negligence or compromise in quality would not be tolerated and instructed the officials to maintain strict monitoring mechanisms. "Quality work and transparency in execution are top priorities for this government," he stated. The Deputy Chief Minister further highlighted the

government's commitment towards ensuring robust and balanced development across all districts of Jammu and Kashmir, with a special focus on improving road connectivity and extending better infrastructure to every habitation across J&K. Earlier, the Deputy Chief Minister met various public and individual delegations from different districts, including Padder

area and listened patiently to their demands and grievances. Reiterating the government's resolve for transparent and public-centric governance, he assured them of time-bound and result-oriented action to address their genuine concerns. Chief Engineer and senior officers of engineering wing were present on the occasion.

FPO-Bank interaction programme held at Block Chassana under JKCIP

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Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu organized a one-day FPO Bank/Insurance Interaction programme here today at Chassana. The prominent persons among those present were the members of FPO Konsarnag Farmers Producers Cooperative Ltd.

The programme was organized under the framework of the Jammu and Kashmir Competitiveness Improvement Project (JK-CIP) with the objective of strengthening financial inclusion, enhancing credit linkage and creating awareness among Farmer Producer Organizations (FPOs) and individual farmers of the region. Representatives from J&K Bank Ranjeet Singh Manhas, Crop Insurance Dalip Singh and others en-



gaged directly with FPO members and individual farmers. They provided detailed information on credit-linked schemes, institutional finance, working capital support and loan products specifically designed for FPOs under JK-CIP and Holistic Agriculture Development Programme (HADP) to enhance agricultural produc-

tivity, value addition and market competitiveness in the region. Farmers actively participated in discussions on access to finance, collateral requirements, interest subvention, repayment mechanisms and the role of banks in supporting agribusiness and allied activities. The programme was coordinated by the FPO Develop-

ment Officer, Rakesh Kundal. Officers from Horticulture Planning & Marketing department shared their field-level experience, challenges and imparted the awareness about the projects under JK-CIP, HADP and PMFME. The FPO Secretary Jeet Singh acquainted the participants regarding different schemes

J&K to scan MSMEs for early risk detection and timely intervention

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Chief Secretary, Atal Dulloo today observed that establishing a robust and responsive mechanism under the MSME Health Clinic to provide "the right advice at the right time" to local enterprises would be one of the most significant developmental interventions ever undertaken for the MSME sector in Jammu & Kashmir.

He made these remarks while chairing a comprehensive review meeting on the performance of the MSME Health Clinic, an initiative of the Industries & Commerce Department in collaboration with IIM Jammu under the RAMP scheme. The meeting was attended by Director, IIM Jammu; Commissioner Secretary, Industries & Commerce; Director Industries, Jammu/Kashmir; faculty members from IIM Jammu; representatives from BISAG-N; and other senior officers. Emphasizing the way forward, the Chief Secretary called for reaching out to all MSMEs across the UT to digitally assess their operational and financial health through a comprehen-

sive analytical tool to be developed with BISAG-N. He outlined a structured approach whereby enterprises would first undergo preliminary digital screening, followed by advanced assessment of identified units. Stressed or sick units would initially be provided tele-consultation, followed by personal interaction with experts and, wherever necessary, customized on-ground interventions through field visits by subject specialists. He directed the Industries & Commerce Department to ensure seamless sharing of requisite enterprise data with experts from IIM Jammu to facilitate evidence-based diagnosis and recommend both financial and non-financial interventions tailored to the specific needs of each unit. Stressing institutional strengthening, he advised the creation of dedicated cells within both the Industries Department and IIM Jammu to oversee and streamline this specialized service to MSMEs. Observing that MSMEs form the backbone of the UT's industrial ecosystem, the Chief Secretary underscored the need for strong intent, coordinated action and sustained commitment



to ensure the sector's growth and resilience. He stated that no greater support could be extended to MSMEs than a timely and well-structured intervention mechanism such as this, assuring that availability of funds would not be a constraint in achieving the mission. He also encouraged securing adequate human resources to scale up the initiative effectively. Director, IIM Jammu, B.S. Sahay described the initiative as

a mission-driven effort with the sole objective of ensuring measurable impact in a time-bound manner. He suggested launching a focused outreach campaign, building upon the work already undertaken as a sample survey. Highlighting the scale of opportunity, he stated that reaching nearly 5.5 lakh enterprises across J&K is achievable with a well-designed strategy. He further proposed leveraging the academic strength of

IIM Jammu, including the involvement of its 800 students through structured project work, to contribute meaningfully to the initiative. Commissioner Secretary, Industries & Commerce, Vikramjit Singh informed the meeting that after establishing the necessary digital framework by integrating GST, Udyam registrations, electricity consumption data and other utility metrics, around 2,050 units have been registered on the MSME

Health Clinic portal. He added that approximately 12,000 units are targeted to be assessed by April this year, with expert-backed interventions to be recommended by IIM Jammu. Director Industries, Jammu, Arun Manhas through a presentation apprised the meeting that the MSME Health Clinic Portal has been technologically strengthened with stabilized architecture, enhanced dashboard analytics and a user-friendly interface for field officers and enterprises. He added that the key API integrations have been completed with JK Bank for financial pattern analysis, the Power Development Department for electricity consumption trends, and Udyam for enterprise registration data. Integrations with GST filings and EPFO data are currently underway to enable comprehensive multi-parameter digital assessments; the meeting was informed. It was also divulged that over 5.85 lakh MSMEs' Udyam data has been received from the Ministry of MSME. During Phase 1 (Pilot Execution), 75 enterprises were identified, 62 clinic sessions conducted and 14 units flagged for rehabilitation across 11 districts. Under Phase 2, 406 enterprises were digitally assessed, of which 318 were found stable, 87 categorized as stressed and three identified as sick, extending coverage to 12 districts. Combined outreach now spans 20 districts across the Union Territory. The review highlighted that preliminarily it was diagnosed that enterprises here require financial and credit restructuring support, assistance in raw material sourcing and supply chain stabilization, marketing and branding interventions, technology upgradation, skilled manpower retention and, in complex cases, physical site visits for detailed diagnostics. Moreover it was given out that under the upcoming Phase 3, targeted interventions will be undertaken for stressed units through in-depth interviews, stakeholder workshops, structured field visits and preparation of comprehensive diagnostic and revival reports too. The meeting was informed that this will be a continuous and evolving process aimed at building a sustainable early-warning and enterprise support system for MSMEs in Jammu & Kashmir for the times to come.