

## Kulgam Admin organises Interactive Programme with Religious Leaders under 100-Day Campaign

HIMALAYAN MAIL NEWS  
JAMMU, APR 15

District Administration Kulgam today organised an interactive programme with religious leaders, members of civil society and other stakeholders under the ongoing 100-day campaign of the Nasha Mukta Bharat Abhiyan.

The programme was presided over by Deputy Commissioner Kulgam, Shahzad Alam, who highlighted the crucial role of religious leaders, civil society members and other community stakeholders in spreading awareness against drug abuse and guiding youth towards a healthy and productive life.

Addressing the gathering, the Deputy Commissioner urged all stakeholders to actively join the fight against drug abuse and work collectively to eradicate the menace from society.

He particularly called upon religious leaders to use their influence and platforms to create awareness among the youth about the harmful effects of drugs and motivate



them to adopt a healthy and responsible lifestyle.

The Deputy Commissioner also urged people to actively participate in the ongoing 100-day awareness activities being organised across the district under the campaign.

He further briefed the participants about the various measures being undertaken by the district administration to curb drug abuse and strengthen the ongoing efforts to build a drug-free society.

Additional Deputy Com-

missioner Kulgam, Viqar Ahmad Giri, also spoke on the occasion and stressed the need to ensure zero cultivation of poppy in the district. He highlighted the measures taken by the district administration to combat the menace and shared the action plan in this regard.

During the programme, the importance of community participation in tackling drug abuse was emphasised, with participants sharing their views and suggestions for strength-

ening awareness at the grassroots level.

Resource persons also briefed the participants about the punitive laws related to drug trafficking and substance abuse, highlighting the legal consequences associated with such offences.

The participants assured full cooperation with the district administration in spreading awareness and supporting initiatives aimed at making society free from the menace of drugs.

## CS pushes for accelerated adoption of TReDS to boost MSME liquidity in J&K

HIMALAYAN MAIL NEWS  
JAMMU, APR 15

Chief Secretary, Atal Dulloo, today chaired a meeting at the Civil Secretariat here to review the implementation and expansion of the Trade Receivables Discounting System (TReDS) in the Union Territory of Jammu & Kashmir.

The meeting was attended by Additional Chief Secretary, Finance Department; Managing Director, J&K Bank; Commissioner Secretary, Industries & Commerce; Secretary, Industries Department; Director Industries, Jammu; Chief General Manager, J&K Bank; Deputy General Manager, RBI, Jammu; representatives from Receivables Exchange of India Limited (RXIL - TReDS platform); and senior officers from various government departments.

Emphasizing the transformative potential of



TReDS, the Chief Secretary highlighted its critical role in improving cash flow for Micro, Small and Medium Enterprises (MSMEs) by facilitating timely realization of payments through invoice discounting. He stressed the need to fully leverage this digital platform to enhance credit accessibility and strengthen the MSME ecosystem across J&K.

The Chief Secretary called for exploring the possibility of participation from Government Departments, Public Sector Undertakings (PSUs), and large corporate buyers on the TReDS platform, not-

ing that wider adoption would significantly help address the persistent issue of delayed payments to MSMEs and improve their working capital cycle.

Underscoring the need for a coordinated approach, he directed the Industries & Commerce Department to take the lead in onboarding key government entities and departments onto the platform. He also emphasized conducting extensive awareness campaigns among MSMEs to educate them about the benefits and operational aspects of TReDS.

Setting clear targets, the Chief Secretary instructed

the department to ensure onboarding of at least 500 MSMEs from each region of the Union Territory within the next few months, to maximize the reach and impact of the platform.

He also appreciated the proactive role played by the Reserve Bank of India and other stakeholders in promoting invoice financing mechanisms for MSMEs in the region, and expressed confidence that sustained efforts in this direction would help in enhancing the financial resilience and growth prospects of the MSME sector in Jammu & Kashmir.

## District Admin Kupwara intensifies efforts under Nasha Mukta JK Abhiyan

HIMALAYAN MAIL NEWS  
JAMMU, APR 15

District Administration Kupwara today organized a series of impactful activities under the 'Nasha Mukta JK Abhiyan' aimed at raising awareness about the harmful effects of drug abuse and mobilizing collective efforts for a drug-free society.

Deputy Commissioner Kupwara, Shrikant Suse, inaugurated a cleanliness drive at the D.C. Office Complex as part of the campaign.

The initiative, carried out in collaboration with the Army, symbolized the administration's commitment to promoting a healthy and drug-free environment across the district.

In another significant event, the Deputy Commissioner flagged off an Information, Education, and Communication (IEC) vehicle from the D.C. Office premises. The vehicle will



travel across various parts of the district to disseminate awareness messages on the dangers of substance abuse and encourage community participation in eliminating the drug menace.

Officers and employees from multiple departments were present on the occasion.

A 'Nasha Mukta Pledge' was also administered,

with participants reaffirming their resolve to work collectively towards eradicating drug abuse and safeguarding the future of the youth.

As part of the ongoing campaign, cleanliness drives were conducted across all blocks and municipalities in the district, engaging local bodies, volunteers, and community members.

Simultaneously, enforcement drives have been intensified by the Police department to curb drug-related activities and ensure strict action against offenders.

The District Administration has also released a comprehensive schedule outlining a series of sustained and rigorous activities under the 'Nasha Mukta JK Abhiyan'. These include awareness programs in educational institutions, social media campaign, community outreach initiatives, counseling sessions, and coordinated enforcement measures, all aimed at fostering a united and proactive approach against substance abuse.

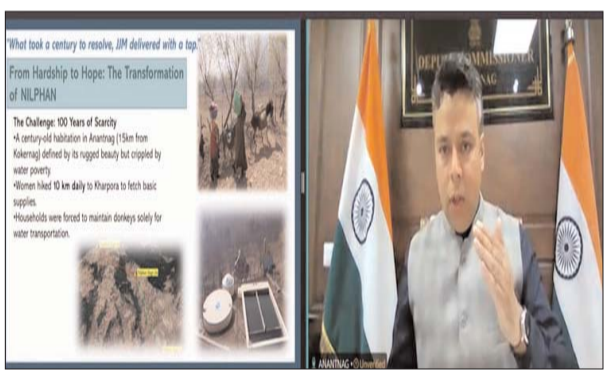
Reiterating its commitment, the District Administration Kupwara has called upon all stakeholders, including civil society, educational institutions, and youth organizations, to join hands in making Kupwara a drug-free district.

## DC Anantnag participates in JJM Peyjal Samvad

ANANTNAG, APRIL 15: Deputy Commissioner (DC) Anantnag, Dr. Bilal Mohiud Din Bhat today virtually participated in the 7th edition of District Collectors' Peyjal Samvad held under Jal Jeevan Mission by Department of Drinking Water and Sanitation, Ministry of Jal Shakti, GoI.

The Samvad is a knowledge sharing platform allowing stakeholders to interact and enhance cross-learning among districts.

During the Samvad, the DC presented a detailed presentation of the best JJM practices, challenges and outcomes in the district since its implementation. He highlighted key achievements like sources development, construction of infrastructure, realising



targets besides creating grassroot awareness by involving local representatives, community leaders and villagers including women. The technical and procedural aspects adopted for successful implementation of the JJM were shared during the online session.

Further, the presentation featured a special segment on rejuvenation of springs (Naghs) such as Badamnag

and Zadinag. Zoning of service reservoirs was done to cater population at different elevations with varying demands for ensuring pressure equity across the terrains and with significant hill population, gravity-based schemes have been prioritised reducing O&M cost and dependency on electricity.

Convergence with different departments like Forest

Department, Fisheries Department and RDD was established to protect catchment areas and ensure long term source and effective use of winter anti freezing techniques. Interdepartmental co-ordination for immediate resolution of impediments of JJM in the district was also discussed.

Water testing is done in all the villages, Anganwadi Centres and Schools of the district to ensure supply of potable water to the beneficiaries. Moreover, five women from each village have been trained to conduct field kit testing and results are uploaded on Ministry's Water Quality MIS Portal in realtime.

SE Hydraulics and other officers of Jal Shakti Department also attended the Samvad.

## DC Pulwama leads plantation drive at CB Nath Shadimarg under NMBA

PULWAMA, APR 15: Deputy Commissioner (DC) Pulwama, Dr. Basharat Qayoom, today led a plantation drive at CB Nath, Shadimarg under the ongoing 100-day intensive campaign of the Nasha Mukta Jammu & Kashmir Abhiyan.

The drive was organised by the District Administration in collaboration with Mashaal Welfare Foundation (J&K).

Addressing the gathering, the DC said that the 100-day campaign has been launched with the objective of eliminating drug abuse from society through coordinated efforts of all stakeholders. He added that a comprehensive district action plan has been rolled out with a three-pronged strategy focusing on Information, Education and Communication (IEC), treatment and rehabilitation, and enforcement and prevention.

Laying special emphasis on enforcement, he said that strict action has been initiated against drug peddlers and the same will be further intensified in the coming days.

Highlighting the role of youth, the DC said that youth clubs across the district will be revitalised and strengthened by involving motivated young individuals who will act as ambassadors of positive change under the campaign.



and community participation, he urged religious leaders, Auqaf members, senior citizens, social activists, civil society members and public representatives to actively participate in the campaign and help transform it into a mass movement to ensure a drug-free Pulwama.

The event witnessed enthusiastic participation from local residents, youth, tribal social activists, civil society members and students.

Among others, Chief Agricultural Officer, Pulwama; Block Development Officer Shadimarg, Tehsildar Rajpora; Block Medical Officer Rajpora; officers from education department and other block-level officers were also present on the occasion.

Meanwhile, as part of the campaign, a series of awareness programmes and activities were conducted across municipal wards and Panchayat halqas in areas including

Kuchmulla Tral, Achan Lasipora and Booh Awantipora, focusing on themes related to a drug-free society. In addition, special awareness sessions highlighting the ill effects of drug abuse were organised in educational institutions across the district.

Furthermore, the Drug Control Department carried out intensive inspections of medical shops as part of the ongoing enforcement measures under the campaign.

## DC Srinagar hands over IOCL sponsored Truenat machines, AI based X-ray units to major City Hospitals

RINAGAR APRIL 15: Deputy Commissioner (DC) Srinagar, Akshay Labroo today handed over advanced diagnostic equipments, including three Truenat machines and hand-held X-ray unit with AI technology to major City hospitals of the district, aimed to significantly enhance early detection and treatment outcomes of tuberculosis.

The three Truenat Machines have been sponsored by Indian Oil Corporation Limited (IOCL) under their CSR initiative.

The machines were formally handed over to the Medical Superintendents of Super Speciality Hospital, Children Hospital and District Tuberculosis Office Srinagar in a function held here at Meeting Hall of the DC Office Complex.

On the occasion, the Deputy Commissioner also felicitated senior officers of District Administration, Block Development Officers, Senior functionaries and other healthcare workforce in recognition of a remarkable public health achievement to attain TB-Free Panchayat status in 21 Gram Panchayats in District Srinagar.

Speaking on the occasion, the Deputy Commissioner urged healthcare personnel to continue their dedicated efforts under the Pradhan Mantri TB Muk



Bharat Abhiyan and assured full support from the District Administration in sustaining and further advancing these achievements.

The DC also expressed gratitude to Indian Oil Corporation Limited and Power Grid Corporation of India for their consistent support under Corporate Social Responsibility (CSR) initiatives in providing advanced diagnostic equip-

ments. It is pertinent to highlight that District Srinagar is among the few districts in the country to be conferred with the prestigious Gold Status under the TB Mukta Panchayat initiative for all the 21 gram Panchayats.

The event was attended by Chief Planning officer, Fayaz Ahmad Dar, Assistant Commissioner Panchayats, Sakhi Khan, BDO

Harwan, Mohammad Muqsit, BDO Qamarwari, Saima Ahad, Chief Medical Officer, Dr Tahir Sajjad, District Tuberculosis Officer, Dr Abdul Rouf, Assistant Director TB DHSK, Dr. Afshana Bano, State TB Officer Kashmir Dr. Basra Mir BMO Hazratbal, Dr Abdul Majeed, Zonal Medical Officers, and other concerned staff associated with the program.