

## Buyer-Seller Meet under Medicinal Plants Sector organized at Bhandarwah

### Local cultivators sign MoUs for supplying raw plant material

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The Directorate of Ayush, J&K Medicinal Plants Board in collaboration with IIMM (CSIR-J&K), successfully organized a Buyer-Seller Meet at Bhandarwah aimed at strengthening the supply chain and market linkages in the medicinal and aromatic plants (MAPs) sector. The event was sponsored by the Ministry of Ayush, Government of India.

The programme witnessed enthusiastic participation from farmers, traders, buyers, industry representatives and officials from various departments, providing a vibrant platform for interaction, knowledge exchange and business development.

A key outcome of the event was the signing of six Memorandums of Understanding (MoUs) between farmers and industry stakeholders for the assured supply of raw medicinal plant material, thereby formalizing market linkages, promoting contract farming and ensuring remunerative returns to growers.

The event was attended by Dr Zabeer Ahmad, Director, Indian Institute of Integrative Medicine (IIIM), CSIR-J&K as the Chief Guest. Other dignitaries present on the occasion included Krishan Lal, Deputy Commissioner, Doda; Dr Ajay Kumar Tikoo, Director Ayush, J&K and Chief Executive Officer, J&K Medicinal Plants Board; Dr Abdul Qayum, Deputy Chief Executive Officer, National Medicinal

Plants Board, Ministry of Ayush, Government of India; Prof Tariq Masoodi, Nodal Coordinator, Regional Cum Facilitation Centre (RCFC), SKUAST-K; and Saurabh Sharma, Marketing Manager, National Medicinal Plants Board, Ministry of Ayush, Government of India.

In his address, Dr. Zabeer Ahmad emphasized the importance of strong inter-departmental coordination and convergence to unlock the full potential of the medicinal plants sector in Jammu & Kashmir. He highlighted the need for synergy between research institutions and line departments to ensure scientific cultivation, quality assurance and effective market integration.

Deputy Commissioner Doda, Krishan Lal, underscored the sector's immense potential for economic growth and livelihood generation, particularly in hilly and remote areas. He called for generating mass awareness, assured market linkage and provision of incentives to promote medicinal plant cultivation.

Delivering the keynote address, Dr Ajay Kumar Tikoo outlined a comprehensive vision for the development of the medicinal plant sector in Jammu & Kashmir as a structured, market-driven and farmer-centric industry. He highlighted the significant achievements of the J&K Medicinal Plants Board including expansion of cultivation area, promotion of high-value species, establishment of nurseries and capacity building of farmers through training and exposure programmes.

"This Buyer-Seller Meet marks a transition from a subsidy-driven approach to a market-led ecosystem, where assured buy-back arrangements, industry partnerships and value chain development are central to sustainability," he added. He stressed the importance of strengthening both forward and backward linkages, ensuring availability of quality planting material and facilitating access to markets through institutional mechanisms.

He urged farmers to diversify towards medicinal plant cultivation, particularly high-demand species, assuring full institutional support in terms of technical guidance, financial assistance and market facilitation.

Deputy CEO National Medicinal Plants Board Dr. Abdul Qayum highlighted various schemes supporting medicinal plant cultivation, post-harvest management and marketing. He emphasized strengthening of infrastructure such as PHMUs.

Marketing Manager NMPB Saurabh Sharma emphasized the importance of demand-driven cultivation, adherence to quality standards and strengthening direct market linkages to ensure fair pricing and sustainability.

Prof Tariq Masoodi highlighted the role of RCFCs in providing technical support, training and hand-holding to farmers. He stressed the adoption of scientific cultivation and post-harvest practices.

The local progressive farmers and entrepreneurs were also felicitated for their outstanding contributions to the medicinal plants sector.

Later, Director Ayush J&K along with the team from Ministry of Ayush visited the Post Harvest Management Unit of Medicinal Plants at Kotli Bhandarwah.

The event marks a significant step towards strengthening institutional coordination, enhancing market linkages and promoting the medicinal and aromatic plants sector as a sustainable and economically viable avenue for livelihood generation in Jammu & Kashmir.

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## DC Poonch reviews working of Revenue Department

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Deputy Commissioner Poonch Ashok Kumar Sharma today chaired a meeting to take a comprehensive review of working and services of the Revenue Department.

The meeting was attended by Additional Deputy Commissioner Tahir Mustafa Malik; Assistant Commissioner Revenue Muhammad Sayeed; Sub-Divisional Magistrate Mendhar Imran Kataria; Sub Division Magistrate Surankote Farooq Khan; besides Tehsildars, Naib Tehsildars and other revenue staff.

A detailed discussion was held on multiple aspects of revenue administration, with a special focus on digitization of land records.

The Deputy Commissioner took a Tehsil-wise review of the digitization of Jamabandis and assessed the progress achieved so far. He directed the officers to expedite the pending digitization work and ensure its early completion.

The status of digitization in all six tehsils Balakote, Haveli, Mandi, Mendhar, Surankote and Mankote was thoroughly reviewed including the status of backlog mutations.

Officers were asked to clear all pending cases at



the earliest and provide reasons for delays.

Detailed discussions were also held on pending mutations, cadastral maps (including Mussavis and Lathas) and their digitization status.

The Deputy Commissioner stressed digitization of mutations in a transparent manner to ensure that the people get their rightful ownership.

The meeting also reviewed revenue court cases on the RCCMS portal, services under the PSGA Revenue Plus portal and the

disposal status of the same. Tehsil-wise progress of Minor Irrigation census and status of grievances registered on the JK Samadhan portal and RTI applications were also assessed.

The Deputy Commissioner stressed strict check on illegal mining and directed the concerned Tehsildars to establish checkpoints (nakas) within their jurisdictions to curb such activities and take strict action against violators.

In addition, the Deputy Commissioner directed

SDMs and other officers to actively support the ongoing 100-day Nasha Mukta campaign by identifying and taking action against drug peddlers in their respective areas. He also emphasized the need to monitor courier services in coordination with SDPOs to prevent misuse for

The meeting concluded with a strong emphasis on accountability, transparency and timely completion of all pending tasks to ensure effective governance and public service delivery.

## PDUNASS conducts training on social security and communication skills

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Pt. Deen Dayal Upadhyaya National Academy of Social Security (PDUNASS) organised a five-day training programme on "Code on Social Security, Communication, Facilitation and Decision Making" for trainee officers.

During the programme, Rizwan Uddin addressed the participants on the themes of communication, facilitation and decision-making, drawing upon his experiential learning from Jammu & Kashmir and other field offices.



He shared practical instances where families of deceased members were supported through consistent and proactive facilitation, helping the Employees' Provident Fund Organisation (EPFO) build a positive and responsive image in J&K and Ladakh.

Emphasising the importance of quality service delivery, he highlighted how effective communication plays a crucial role in resolving issues that might otherwise remain pending. Case studies and examples from Jammu & Kashmir and Madhya Pradesh were discussed to demonstrate how timely intervention and better interaction with beneficiaries can significantly improve outcomes.

The training programme aimed to equip officers with practical skills to enhance service delivery and strengthen the implementation of social security measures.

## Congress opposes by-passing of Sunderbani Nowshera in Railway connectivity

**SUNDERBANI, APRIL 26:** Strongly opposing the by passing of Akhnoor Sunderbani and Nowshera in the new railway alignment, the Congress leaders of Sunderbani have strongly criticised BJP for failure to protect the interests and rights of people of Sunderbani and Nowshera border belts.

Addressing a press conference at Sunderbani today Senior Congress leaders of Sunderbani Shri Nain Chand Sharma along with DCC General Secretary Ashwani Sharma, DCC Spokesperson Dr Ved Sudan, City President Pankaj Raina, Youth Congress leaders Deepak Kumar and Pardeep Sharma hit

out at centre government and BJP for neglect of Jammu Sunderbani Nowshera Rajouri Poonch railway project for years after initial survey in 2012 on the initiative of Shri Rahul Gandhi.

They said under the old survey during Congress regime, Jammu Akhnoor Sunderbani Nowshera, Rajouri Poonch was the route.

Survey was conducted by Shri Rahul Gandhi when he visited Rajouri in 2012 and demand was raised by Congress leadership.

It was first estimated cost of 13000 cr. For 13 years BJP slept over this important project and neglected it because it was first surveyed by Congress

especially on the intervention of Rahul Gandhi ji.

Now, from media, we are shocked to know that Akhnoor Sunderbani, Nowshera is being by passed. It is very serious and deprive our future generations to suffer for all times to come.

Under BJP regime, Sunderbani has been by passed in all matters.

Our constituency has been by passed and Sunderbani divided into two parts instead of giving separate Assembly and one part attached to Nowshera and another Kalakote.

Nowshera attached to Anantnag lok sabha and Sunderbani to Jammu lok sabha.

## Tiranga bike, car rally organised at Ramban under 'Nashamukti Abhiyan'

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lighting the importance of eradicating drug abuse from society. The rally aimed to sensitise the youth about the harmful effects of narcotics and encourage collective efforts towards building a drug-free Ramban.

Such initiatives by the Indian Army are aimed at strengthening the bond between the security forces and the local population, while promoting social awareness and youth engagement in the region.

The event concluded with an appeal to the youth to actively support the Nashamukti Abhiyan and contribute towards a safer, healthier, and prosperous society.

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## NMPB, CSIR-IIIM organised buyer-seller meet to boost MAPs sector in region

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for farmers and industry stakeholders.

The programme saw active participation from farmers, traders, buyers, industry representatives, and officials from various departments, providing a platform for interaction, knowledge sharing, and business opportunities.

A major highlight of the event was the signing of six Memorandums of Understanding (MoUs) between farmers and industry stakeholders for the assured supply of raw medicinal plant material. These agreements are expected to formalize market linkages, encourage contract farming, and ensure better returns for growers.

Director of Indian Institute of Integrative Medicine (IIIM), CSIR-J&K, Dr Zabeer Ahmed, attended as the chief guest.

Other dignitaries present included Deputy Commissioner Doda Krishan Lal, Director Ayush J&K and CEO of J&K Medicinal Plants Board Dr Ajay Kumar Tikoo, Deputy CEO of National Medicinal Plants Board Dr Abdul Qayum, Nodal Coordinator RCFC SKUAST-K Prof Tariq Masoodi, and Marketing Manager NMPB Saurabh Sharma.



Addressing the gathering, Dr Zabeer Ahmed stressed the need for stronger coordination between research institutions and government departments to unlock the full potential of the medicinal plants sector.

He said scientific cultivation, quality assurance, and effective market integration are essential for sustainable growth.

Deputy Commissioner Doda Krishan Lal highlighted the sector's huge

potential for livelihood generation, especially in remote and hilly areas. He called for greater awareness, incentives, and assured market support to encourage farmers to adopt medicinal plant cultivation.

In his keynote address, Dr Ajay Kumar Tikoo outlined a market-driven and farmer-centric vision for the sector in Jammu and Kashmir.

He highlighted achievements such as expansion of cultivation areas, promotion of high-value species, establishment of nurseries, and capacity-building programmes for farmers.

Meet reflects a shift from a subsidy-based approach to a market-led ecosystem where buy-back arrangements, industry partnerships, and value chain development are central to long-term sustainability.

Dr Tikoo also urged farmers to diversify towards high-demand medicinal crops, assuring full institutional support in technical guidance, financial assistance, and market access.

He reaffirmed the commitment of the Directorate of Ayush and the J&K Medicinal Plants Board to making the sector a strong source of sustainable livelihood and economic growth in the Union Territory.

Dr Abdul Qayum highlighted various schemes supporting cultivation, post-harvest management, and marketing, while emphasizing the need to strengthen infrastructure like Post Harvest Management Units (PHMUs).

Saurabh Sharma stressed demand-driven cultivation, quality standards, and direct market linkages to ensure fair pricing and sustainability, while Prof Tariq Masoodi underlined the importance of scientific cultivation methods and post-harvest practices.