

## Mission Director HADP reviews progress of Agriculture Projects in Anantnag

HIMALAYAN MAIL NEWS  
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Mission Director, Holistic Agriculture Development Programme (HADP) and Jammu & Kashmir Competitiveness Improvement of Agriculture and Allied Sectors Project (JK-CIP), Sagar Doifode chaired a review meeting today at DC Office Anantnag to assess the progress of HADP, JK-CIP and related interventions in the district.

The meeting was attended by Directors of Horticulture Planning & Marketing, Fisheries, Agriculture and Horticulture, Kashmir, Additional District Development Commissioner (DNO HADP), Additional Director Sericulture, Deputy Director Sheep Husbandry, Technical Officers HADP/JK-CIP, Chief Agriculture Officer, Chief Horticulture Officer, Chief Animal Husbandry Officer, District Sheep Husbandry Officer, Assistant Director Fisheries, Area Marketing Officer HPM, and other officers of Agriculture and allied departments.

During the meeting, a detailed review of the progress achieved under HADP and JK-CIP was undertaken. The Mission Director reviewed the status of various projects, key performance indicators, regis-



trations, approvals, fund utilisation, implementation of interventions and progress of schemes being executed by different departments.

The officers apprised the Mission Director about the achievements made under various components of HADP and JK-CIP and briefed him about the progress of ongoing projects and initiatives aimed at enhancing agricultural productivity, strengthening allied sectors and improving the livelihood opportunities of farmers.

While reviewing the progress, the Mission Director stressed upon all concerned departments to ensure timely completion of targets, effective field-level monitoring and close coordination among implementing agencies. He di-

rected the officers to expedite pending activities, remove bottlenecks and ensure that the benefits of HADP projects reach the intended beneficiaries in a time-bound manner. He further emphasised regular monitoring of projects at the district level and directed the officers to maintain focus on quality implementation and achievement of prescribed outcomes under HADP and JK-CIP.

The Mission Director issued instructions regarding effective operationalization of KKGs, timely L1, L2 and L3 registration of farmers/farms, dovetailing of schemes with HADP and PMEGP, diversification and introduction of innovative crops besides conducting training sessions for farmers and staff, estab-

lishing processing units for oil seeds, asking the officers to adopt a holistic and coordinated approach for making the agriculture and allied sectors profitable and sustainable. He asked them to make efforts for realising the true agricultural potential of the district through introduction of high yielding varieties and adoption of modern tech interventions. He also directed the concerned officers to designate Nodal Officers for different components and projects under HADP so that it is implemented in the best possible way.

Later, the Mission Director, accompanied by the concerned officers, visited Wanihama, Achabal and other areas to inspect the implementation of HADP projects on ground. During the visit, he interacted with beneficiaries and progressive farmers and took their feedback regarding the impact and progress of the flagship initiatives.

The Mission Director appreciated the efforts of the departments and directed field functionaries to continue providing technical support and guidance to farmers for successful implementation of HADP projects. He further assured that the valuable suggestions and feedback from staff and the unit holders will be put before the appropriate authorities.

## Bhalla highlights mounting public concerns during outreach programme at Narwal Pain

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Continuing his grass-roots outreach programme, JKPC Working President Raman Bhalla today visited Narwal Pain and held an extensive interaction with residents, youth, women, traders, senior citizens and local representatives to assess public grievances and developmental concerns. Among those present were Sandeep Dogra, Ram Dass, Davinder Singh, Mouin Latif, Suresh Kumar, Devraj Kanojia, Chitransh Singh, Ajeet Raj, Hameed, Naseer, Rita Kanojia, Amna Kalyan, Sofia, Sultana and several other prominent citizens.

Addressing the gathering, Bhalla said that people across Jammu and Kashmir are facing numerous socio-economic challenges that require urgent attention. He alleged that unemployment, inflation, inadequate civic infrastructure, declining economic opportunities and delays in public service delivery have emerged as major concerns affecting the daily lives of citizens.

Bhalla said the youth of Jammu and Kashmir continue to face uncertainty regarding employment and career opportunities. He stressed that thousands of educated young men and women are awaiting recruitment in various government departments, while limited private-sector investment has further narrowed employment avenues. According to him, prolonged delays in filling



vacancies and conducting recruitment processes have generated frustration among aspiring candidates.

Referring to the rising cost of living, Bhalla said inflation has placed an enormous burden on common households. He maintained that increasing prices of essential commodities, cooking gas, electricity, healthcare services and educational expenses have significantly strained family budgets. Middle-class families, daily wage earners and economically weaker sections, he said, are finding it increasingly difficult to manage routine expenses.

The Congress leader also raised concerns regarding the condition of civic amenities in several urban and rural areas. He said residents continue to complain about damaged roads, poor drainage systems, waterlogging during rains, irregular drinking water supply, inadequate sanitation arrangements and insufficient street lighting. Such deficiencies, he added, not only inconvenience the public but also pose health and safety

risks. Highlighting healthcare concerns, Bhalla said many people are struggling with the rising cost of medical treatment and inadequate healthcare infrastructure. He called for strengthening government hospitals, ensuring the availability of doctors and paramedical staff, improving diagnostic facilities and making essential medicines readily accessible to patients. He stated that people from remote and underserved areas continue to face difficulties in accessing quality healthcare services.

Bhalla also referred to concerns raised by traders, transporters and small entrepreneurs. He said many small businesses are facing economic challenges due to declining purchasing power and increasing operational costs. He emphasised the need for policies that support local businesses, encourage entrepreneurship and generate sustainable employment opportunities.

Discussing issues affecting rural communities, Bhalla stressed the importance of strengthening

agriculture and allied sectors.

He said farmers require better irrigation facilities, timely supply of quality seeds and fertilizers, crop insurance coverage, modern storage infrastructure and assured marketing support. He added that the welfare of farmers remains crucial to the economic stability of Jammu and Kashmir.

The JKPC leader further highlighted concerns relating to power supply, alleging that consumers are facing rising electricity bills while expecting improved service delivery. He called for greater transparency, accountability and investment in power infrastructure to ensure uninterrupted electricity for households, commercial establishments and agricultural consumers.

Bhalla also expressed concern over the challenges faced by students and educational institutions. He said many students aspire to quality education, skill development and competitive opportunities but continue to face infrastructural and resource constraints.

## Pulwama observes PM-KISAN Utsav Divas, Joins Nationwide Programme

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District Administration Pulwama today observed PM-KISAN Utsav Divas with the organisation of a special programme at Circuit House Pulwama to mark the release of the 23rd instalment under the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) scheme.

The event was held in synchronisation with the nationwide programme addressed by the Hon'ble Prime Minister.

During the programme, the live telecast of the Prime Minister's address was screened for the participants. On the occasion, the Prime Minister released



the 23rd instalment of PM-KISAN, facilitating the direct transfer of financial assistance into the bank accounts of beneficiary

farmers across the country. The programme witnessed the participation of Chief Agriculture Officer, Pulwama and officers from

the Agriculture and allied departments and a large number of beneficiary farmers from different parts of the district.

Farmers on the occasion expressed gratitude over the disbursement of financial assistance under the PM-KISAN scheme and appreciated the Government's continued efforts towards improving the socio-economic condition of the farming community.

Similar programmes were also organised across various Agriculture Zonal Offices and Kisan Khidmat Ghars (KKG) throughout the district, where farmers participated in the live proceedings and received information regarding the benefits and objectives of the PM-KISAN scheme.

## Live streaming of PM-KISAN's 23rd installment release programme held at Baba Jitto Kisan Kendra

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The Agriculture Production & Farmers Welfare Department Jammu today organised a live streaming programme at Baba Jitto Kisan Kendra, Talab Tillo, Jammu, to mark the release of the 23rd instalment of the Pradhan Mantri Kisan Samman Nidhi (PM-KISAN) by Prime Minister Narendra Modi from Tarakeswar in Hooghly district, West Bengal.

Arvind Gupta, MLA Jammu West, attended as chief guest with Director Agriculture Jammu Anil Gupta as guest of honour.

During the national event, the Prime Minister released the 23rd instalment of PM-KISAN amounting to ₹18,880 crore, to be transferred directly to the bank accounts of more than 9.44 crore farmers across the country. The financial assistance is aimed at supporting farmers in meeting agricultural input costs and allied expenses, enhancing their in-



come security and welfare.

Addressing the gathering, MLA Jammu West Arvind Gupta described PM-KISAN as a transformative initiative and a mark of respect for the nation's Annadata. He said the scheme has strengthened the financial security of farming families by providing timely and direct income support, and urged farmers to adopt modern and scientific agricultural practices to enhance productivity and profitability. He also encouraged educated youth to explore agriculture and allied sectors as viable avenues of employment and entrepreneur-

ship. Speaking on the occasion, Director Agriculture Jammu Anil Gupta said around 4.18 lakh active beneficiaries of PM-KISAN in Jammu Division had benefitted from the instalment, with approximately ₹79.63 crore disbursed today, and that nearly ₹1,977.44 crore had been transferred to farmers across Jammu Division since the scheme's inception. He said PM-KISAN is one of the world's largest Direct Benefit Transfer (DBT) initiatives, reflecting the Government of India's commitment to farmer welfare, and reiterated the

department's commitment to ensuring every eligible farmer receives scheme benefits in a transparent and timely manner.

Among those present were Chief Agriculture Officer Jammu Manohar Lal Sharma, Plant Protection Officer Jammu Raju Mahajan, Regional SMS Dharmesh Vaid, SDAO Marh Khalid Hassan, sectoral heads and officers of the Agriculture Department, District President Jammu Rajesh Gupta and Mandal Pradhan Talab Tillo Anil Angral, besides more than 180 farmers from different parts of Jammu district. Agriculture Information Officer (FTC) Guldev Raj and Agriculture Extension Assistant (AEA) Veena Wazir conducted the proceedings.

Similar live-streaming programmes and awareness events were organised by the Agriculture Department across all districts, sub-divisions, blocks and panchayats of Jammu Division.

## Budgam intensifies Nasha Mukh Bharat Abhiyan through Awareness, Plantation, Preventive Initiatives

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Nasha Mukh Bharat Abhiyan (NMBA) continued with renewed momentum across Budgam as various government departments organized awareness and community outreach programmes aimed at promoting a healthy, drug-free society.

The Excise Department, Sub Range Budgam, conducted a special awareness and preventive drive in Magam as part of its sustained efforts to combat drug abuse. The initiative focused on public outreach, community engagement and coordinated action with stakeholder departments to reinforce the message of a drug-free society.

The department also carried out field activities to discourage the growth of illicit narcotic crops and strengthen preventive measures across the district.

Meanwhile, the Sukhnag Forest Range organized a plantation drive-cum-awareness programme at Zugo Panchayat under the banner of the Nasha Mukh Bharat Abhiyan. The pro-



gramme highlighted the importance of environmental conservation while spreading awareness about the harmful effects of drug abuse.

Local residents and participants enthusiastically joined the campaign, reflecting the growing community support for the campaign. The day's activities un-

derscored the significance of collective responsibility in addressing the menace of drug abuse. Through awareness programmes, community participation and coordinated departmental efforts, the campaign continues to inspire citizens, particularly the youth, to adopt healthy lifestyles and contribute towards building a safer and

drug-free society.

The District Administration Budgam reaffirmed its commitment to strengthening the Nasha Mukh Bharat Abhiyan through sustained awareness initiatives and collaborative efforts, urging all sections of society to actively participate in the mission of making Budgam a drug-free district.

## LG Manoj Sinha's Nasha Mukh Bharat Abhiyan watershed moment in J&K: Martand

HIMALAYAN MAIL NEWS  
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Martand Singh, Director of the Amar Singh Sports & Youth Initiative, J&K and scion of the erstwhile Dogra royal family has commended the effective execution and implementation of the Nasha Mukh Bharat Abhiyan, the anti-narcotics campaign being undertaken across Jammu & Kashmir.

Martand Singh respectfully lauded the leadership of Lieutenant Governor Manoj Sinha and the dedicated efforts of the Jammu & Kashmir Police in ensuring the campaign's early success and tangible impact on the ground. Martand Singh stated that the

Lieutenant Governor's hands-on approach and personal in initiative have provided the Abhiyan with the momentum, visibility and effective administrative backing.

"This has emerged as a watershed moment in the socio-political and cultural history of Jammu & Kashmir. Drug abuse is a major concern which has affected the youth and their families, and this campaign has successfully transcended political affiliations and social divisions to unite people around a common cause," he said.

Martand Singh credited Lieutenant Governor Manoj Sinha for spearheading the initiative and ensuring its effective im-

plementation at the grass-roots level. He said, "It is unprecedented in the history of J&K that the head of the UT personally led the movement on the ground in all 20 districts galvanizing the public at large."

Highlighting the proactive role played by the J&K Police in combating the menace of drug abuse and narco-terrorism, Martand Singh pointed to the significant achievements recorded during the first three months of the campaign in Jammu Division alone, including 598 FIRs and 701 arrests. He described these figures as evidence of the serious commitment with which the authorities are addressing the challenge.

Martand Singh further highlighted the overwhelming public response to the campaign, noting that people from all sections of society, across age groups and social demographics, have actively participated and invested themselves in the movement in all districts of Jammu and Kashmir.

Commenting on the success of the Nasha Mukh Bharat Abhiyan he said, "the future of Jammu & Kashmir rests on the health, character and aspirations of its youth. Initiatives such as the Nasha Mukh Bharat Abhiyan are not merely law enforcement exercises; they are investments in the social and economic future of our region."