

Sakeena visits Nandimarg, holds Public Darbar; Announces New Projects for Nandimarg and Adjacent Villages

HIMALAYAN MAIL NEWS
JAMMU, JULY 04

Minister for Health and Medical Education, Social Welfare and Education, Sakeena Itoo today visited Nandimarg in Kulgam district, where she held a Public Darbar to directly engage with the people and listen to their grievances and developmental concerns.

During the interaction, people from the area projected several developmental demands and highlighted issues requiring immediate attention.

The Minister gave a patient hearing to the concerns raised by the public and assured them that all genuine demands would be addressed in a phased and time-bound manner.

Addressing the gathering, Sakeena Itoo said that the present dispensation is committed to ensuring inclusive and equitable development across all regions. She emphasised that public outreach programmes and direct interactions with people remain central to the government's approach towards delivering responsive, transparent and ac-



countable governance.

The Minister urged the concerned departments to work in close coordination to ensure the timely completion of developmental projects and reiterated that the welfare and development of the people would continue to receive the highest priority.

Sakeena Itoo also highlighted various initiatives undertaken by the Government for the welfare of the people and outlined measures being implemented to ensure the holistic development of the region.

During her visit, the Minister laid the foundation stone for a road project in

the area, which is expected to significantly improve connectivity and promote socio-economic development in Nandimarg and its adjoining villages.

On the occasion, the Minister also announced several new developmental projects for Nandimarg and neighboring villages.

JKAACL organises Punjabi Kavi Darbar to Commemorate Prakash Utsav of Sri Guru Hargobindji

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The Jammu and Kashmir Academy of Art, Culture and Languages (JKAACL) organised a Punjabi Kavi Darbar dedicated to the Prakash Utsav of Sri Guru Hargobind Sahib Ji at the Conference Hall, Tagore Hall, Srinagar, with eminent scholars, litterateurs and poets paying rich tributes to the life, philosophy and teachings of the Sixth Sikh Guru.

The programme was presided over by eminent Punjabi litterateur Ajit Singh Mastana, while Jagmohan Singh Raina graced the occasion as the Chief Guest. Ideel Saleem, Additional Secretary JKAACL, Kashmir and Popinder Singh Paras, Editor, Sheeraza Punjabi, JKAACL, were also present.

Addressing the gathering, Ideel Saleem, appreciated the sublime teachings of Gurbani and underscored the timeless message of Sri Guru Hargobind Sahib Ji. He observed that the Guru's divine wisdom continues to illuminate the path of truth, courage, justice, compassion and selfless service, inspiring generations to uphold righteousness and harmony.



In his address, Ajit Singh Mastana lauded the sustained efforts of the Jammu and Kashmir Academy of Art, Culture and Languages in promoting Punjabi language and literature. He appreciated the high literary standard of the Kavi Darbar and remarked that such programmes provide a meaningful platform for poets and writers while preserving and strengthening the region's rich linguistic and cultural heritage.

Speaking on the occasion, Jagmohan Singh Raina congratulated JKAACL for organising the event and urged the gathering to imbibe the teachings and ideals of Sri Guru Hargobind Sahib Ji in their daily lives. He stated that the Guru's message of righteousness, courage,

equality and humanity remains profoundly relevant in the contemporary world.

Popinder Singh Paras, Editor, Sheeraza Punjabi, highlighted the significance of commemorating the Prakash Utsav through literary and cultural activities. Reiterating the Academy's commitment to the promotion of Punjabi language and literature, he expressed gratitude to the distinguished guests, scholars, poets and participants for making the event a success.

Zorawar Singh presented a scholarly paper on the life and philosophy of Sri Guru Hargobind Sahib Ji, highlighting the Guru's historic visit to Kashmir and elaborating on the significance of the doctrine of Miri-Piri, which continues

to inspire humanity with the ideals of spiritual strength, moral courage and social responsibility.

The Kavi Darbar witnessed soulful poetic recitations by eminent Punjabi poets, including Didar Singh, Kewal Pal Singh, M.S. Jugnu, H.S. Pali, Rikhi Singh, Ichpal Singh, Kavinan Singh, H.S. Upashak, Salinder Singh Sodhi and Jasbir Kaur, who paid eloquent literary tributes to Sri Guru Hargobind Sahib Ji through their inspiring compositions. The event concluded on a note of literary fervour and spiritual inspiration, reaffirming JKAACL's steadfast commitment to preserving, promoting and enriching the diverse linguistic, literary and cultural heritage of Jammu and Kashmir.

SKUAST-K's One Health Vision gains global recognition; student team wins Prestigious International Award

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Sher-e-Kashmir University of Agricultural Sciences and Technology of Kashmir (SKUAST-K) has achieved a major milestone in its journey towards advancing the globally important One Health approach, with its student team securing the prestigious One Health Day Student Event Award 2025 organized by the internationally acclaimed One Health Commission.

The award was conferred on the university's student network, SKUAOHUN (SKUAST-K One Health University Network), for successfully organizing a month-long hybrid outreach and awareness initiative titled One Health Program- 2025. The team competed against entries from 94 countries and was recognized for taking the One Health message beyond academic institutions and actively engaging communities through innovative educational and outreach activities.

The achievement marks a significant international endorsement of SKUAST-K's efforts to institutionalize One Health—an integrated framework that recognizes the interdependence of human, animal and environmental health and addresses emerging challenges such as zoonotic diseases, antimicrobial resistance, food safety and climate-related health risks.

SKUAST-K is among the first institutions in India to establish a dedicated School of One Health and has, over the past two years, developed a comprehensive ecosystem for interdisciplinary education, research and policy engagement in the sector. The university has forged collaborations with leading medical and veterinary institutions and has recently developed several innovative technologies and initiatives under the One Health framework.

As part of its growing leadership in this area, SKUAST-K has also created vibrant student-led One Health platforms and community engagement

programs to translate science into societal impact.

The international award includes an International Certificate of Excellence, a cash prize of USD 1,000, and complimentary registration for two student representatives to attend the 9th World One Health Congress, to be held in Lisbon, Portugal, in September 2026.

Vice-Chancellor, Prof. Nazir Ahmad Ganai congratulated the student team, faculty members, and the Faculty of Veterinary Sciences and Animal Husbandry for the achievement. He described the recognition as validation of SKUAST-K's vision to become a globally relevant transdisciplinary institution that addresses emerging societal and scientific challenges through innovation and collaboration.

"With our philosophy of SKUAST-K for Quality of Life, we remain committed to creating solutions that improve the health of people, animals and ecosystems alike," Prof. Ganai said.

ARTO Bandipora conducts Special Enforcement Drive; 37 vehicles Challenged

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On the directions of the Transport Commissioner, J&K, Vishesh Paul Mahajan, and the Deputy Commissioner, Bandipora, Indu Kanwal Chib, a special enforcement drive was conducted by the ARTO Bandipora team across the district to ensure strict compliance with the provisions of the Motor Vehicles Act and the notified fare regulations.

The drive primarily focused on checking overcharging by auto-rickshaw drivers and curbing illegal parking, particularly on Hospital Road and at Kaloosa, where com-



plaints had been received from the general public.

During the enforcement drive, a total of 37 vehicles were challaned under various provisions of the Mo-

tor Vehicles Act and Rules, with an expected revenue realization of approximately ₹39,500. In addition, three auto-rickshaws were seized for se-

rious violations.

To safeguard the interests of commuters and ensure transparency in fare collection, the ARTO Bandipora team also displayed the notified fare lists inside e-autos so that passengers can easily verify the prescribed fares and report any instances of overcharging.

The ARTO Bandipora reiterated its commitment to ensuring safe, lawful and passenger-friendly public transport services and appealed to all transport operators to strictly adhere to the notified fare structure and traffic regulations. The general public has also been urged to report any violations to the concerned authorities for prompt action.

ADDC Kulgam reviews implementation of Mission YUVA in district

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A review meeting on the implementation of Mission YUVA was held today, under the chairmanship of Altaf Ahmad Khan, Additional District Development Commissioner (ADDC) Kulgam, in his office chamber.

The meeting was attended by the Lead District Manager (LDM), Career Counselling Officer (CCO), Employment Officer (EO), District Programme Manager (DPM), NRLM, Block Programme Managers (BPMs), NRLM, members of the Mission YUVA Team, and other concerned officers.

During the meeting, a comprehensive review of



the Key Performance Indicators (KPIs) under Mission YUVA was undertaken, with special emphasis on the progress achieved under Udyam Jagriti 5.0, registration of beneficiaries, counselling, mobilisation, credit linkage, and other programme components. The performance of all concerned de-

partments and agencies was reviewed in detail, and the gaps affecting the achievement of targets were discussed.

The Chair directed all concerned officers to focus on the KPIs where the district is lagging behind and to take immediate corrective measures for improving performance. He

stressed the need for close coordination among all stakeholder departments, timely updation of data on the Mission YUVA portal, regular field-level monitoring, and expeditious disposal of all pending tasks to ensure achievement of the prescribed targets within the stipulated timelines.

IIM Jammu Concludes International Marketing Conference 2026

JAMMU, JULY 04: The Indian Institute of Management Jammu concluded the International Marketing Conference (IMC) 2026, bringing together an exceptional congregation of globally renowned academicians, journal editors, researchers, industry experts, and emerging scholars to deliberate on the future of marketing in an era defined by artificial intelligence, digital transformation, sustainability, and consumer-centric innovation. The conference reaffirmed the Institute's growing stature as a global destination for cutting-edge research, interdisciplinary collaboration, and impactful knowledge creation. Prof. B.S. Sahay, Director, IIM Jammu presided over the valedictory ceremony. Prof. Denish Shah, Professor, Georgia State University and Member, Conference Advisory Board, Prof. Arvind Sahay, Director, MDI Gurgaon and Prof. Jabir Ali, Dean Faculty and Research

mony. Present on the occasion were Dr. Rashmi Ranjan Parida, Co-Chair, International Marketing Conference along with Dr. Archana Sharma, Co-Chair, International Marketing Conference.

The conference culminated in a grand Valedictory and Award Distribution Ceremony, beginning with the presentation of the Conference Report by Dr. Rashmi Ranjan Parida, Co-Chair, IMC 2026, who highlighted the conference's remarkable academic participation, international collaborations, rich exchange of ideas, and the significant contributions made by scholars from diverse institutions across the globe.

A special highlight was the presentation of the Rao & Reddy Mentoring Award 2026 by Prof. Atanu Adhikari, IIM Kozhikode, followed by the recognition of Prof. Keshav Kumar for his exemplary contribution to mentoring. The ceremony concluded with the Best



Paper Awards sponsored by Dr. Lata Ajay Manrai Awards. The formal proceedings concluded with Vote of Thanks by Dr. Archana Sharma, Co-Chair, IMC 2026, who expressed sincere gratitude to the distinguished speakers, members of the Conference Advisory Board, reviewers, session chairs, authors, delegates, faculty, student volunteers, and organizing

teams whose dedication and collaborative spirit made the conference an extraordinary success. The event concluded with the National Song and National Anthem, marking the successful culmination of International Marketing Conference 2026. A major highlight of the day was Plenary Session III on "Consumer Protection and Deception: From a Public Policy

Perspective," delivered by Prof. David W. Stewart, Professor of Marketing, Loyola Marymount University. Offering profound insights into the ethical dimensions of modern marketing, he emphasized the critical role of responsible governance, transparent business practices, and evidence-based policymaking in safeguarding consumer trust amidst rapid technological ad-

vancement and AI-enabled marketplaces. He encouraged researchers to develop solutions that not only advance marketing theory but also strengthen consumer welfare and public confidence. The second and final day of the conference witnessed an intellectually vibrant series of technical sessions, featuring groundbreaking research across six thematic tracks—Technology, Artificial Intelligence and Advanced Marketing Analytics; Digital, Social and Omni-Channel Marketing; Consumer Insights and Experience; Sustainability, Ethics and Social Impact; B2B, Value Chain, Branding and Pricing Strategies; and Emerging and Rural Market Strategies. Scholars presented innovative research addressing some of the most pressing challenges and emerging opportunities in contemporary marketing, including generative AI, intelligent consumer ecosystems, digital trust, quick commerce, influencer economies, respon-

sible branding, immersive technologies, blockchain applications, circular economy models, sustainable consumption, financial technologies, tourism marketing, behavioural analytics, rural transformation, and AI-enabled public services. The sessions fostered rigorous scholarly debate, interdisciplinary engagement, and meaningful collaboration, reflecting the evolving landscape of global marketing research.

The conference stood as a powerful testament to IIM Jammu's unwavering pursuit of academic excellence and global engagement. By bringing together internationally acclaimed thought leaders and pioneering researchers to deliberate on the future of marketing, artificial intelligence, sustainability, and responsible business, the Institute has further strengthened its position as a leading centre for transformative research, innovation, and management education with global impact.