

J&K UTLBC, PFRDA Organise APY Outreach Programme to Boost Pension Coverage

HIMALAYAN MAIL NEWS
JAMMU, JULY 11



The Pension Fund Regulatory and Development Authority (PFRDA), in collaboration with the J&K Union Territory Level Bankers' Committee (UTLBC) and the Lead District Manager (LDM), Jammu, organised an Atal Pension Yojana (APY) Outreach Programme at Jammu on Friday to strengthen social security and financial inclusion by expanding pension coverage among workers in the unorganised sector.

The programme was attended by senior officials from PFRDA, UTLBC, banks, government departments, financial institutions, Business Correspondents and other stakeholders.

The focus remained on enhancing awareness about APY, increasing enrolment under the scheme and improving grassroots outreach.

Addressing the gathering, AGM, PFRDA, Ruby Vinayak Bhaosagar stressed the need for stronger field-level engagement and sustained awareness campaigns to ensure every eligible citizen benefits from the affordable pension scheme. Dy General Manager, J&K UTLBC, Syed Aadil Bashir Andrabi, highlighted the importance of coordinated efforts by banks to expand APY coverage among the unorganised workforce.

Officiating DGM, SBI, Chander Mohan Bhat, underlined the banking sector's role in the successful implementation of APY, while Assistant Commissioner Sania Haq Khan, JKAS, called for greater institutional coordination to widen the scheme's reach. Manager, PFRDA, Nishant Anand delivered a detailed presentation on the scheme's features, benefits and enrolment process. Participating banks also facilitated on-the-spot enrolment of new subscribers and shared best practices to improve implementation.

Several banks were felicitated for their outstanding performance in APY enrolment and coverage. The programme concluded with a vote of thanks by DGM and Zonal Head, J&K Bank, Chandrika Parihar, who appreciated the contributions of all participating organisations and stakeholders in making the event successful.

Young Devotees Showcase Spiritual Talent at Nirankari Bal Sant Samagam in Jammu

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With the divine blessings of Her Holiness Satguru Mata Sudiksha Ji Maharaj, a grand Zonal Nirankari Bal Samagam was organized today at Sant Nirankari Satsang Bhawan, Jammu, where thousands of Bal Saints from various branches participated with immense enthusiasm and devotion to seek the blessings of the Satguru.

The Bal Saints captivated the congregation through inspiring spiritual speeches, melodious devotional songs, meaningful poems, and thought-provoking skits based on the teachings of the Sant Nirankari Mission. Their confident performances reflected their spiritual understanding, creativity, and commitment to spreading the message of love, unity, humility, and universal brotherhood.

The Samagam was presided over by Reverend Saint Surjeet Singh Nasheela Ji from New Delhi.

While blessing the devotees he said, "We often think that only children

learn from elders, but in reality, we also learn from children. Their innocence, sincerity, and pure devotion inspire us to become better human beings. The vision of Her Holiness Satguru Mata Sudiksha Ji Maharaj is to nurture young minds with spirituality and connect them with the Divine from an early age. Whenever you come to a place where the presence of Nirankar is realized and the path shown by the Satguru is followed,

your life is transformed. The moment one realizes God (Nirankar), life becomes filled with love, peace, and contentment. The true characteristics of a disciple are compassion (Daya), kindness (Karuna), empathy, and benevolence. These divine qualities blossom naturally when we remain connected with Nirankar.

Let us all strengthen this spiritual bond and lead a blissful, loving, and meaningful life while spreading

the message of universal brotherhood and humanity."

Earlier, Ajit Singh, Zonal Incharge, Sant Nirankari Mission, Jammu Zone, warmly welcomed all devotees, and the large gathering of Bal Saints. He appreciated the enthusiastic participation of children and emphasized that such spiritual gatherings play a vital role in nurturing moral values, discipline, and devotion among the younger generation.

Department of FCS&CA conducts extensive market checking drive

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On the directions of Director Food, Civil Supplies & Consumer Affairs Jammu Rajesh Kumar Shavan, the Department today conducted an extensive market checking drive in the Gandhi Nagar and Narwal areas to check the market practices for safeguarding the consumer rights, ensure transparency and fairness in market practices.

During the inspection, various retail outlets, grocery stores, food establishments and other business units were checked for compliance with the prescribed consumer protection norms. Several violations, including non-display of rate lists and other irregularities were detected and a fine of ₹49,000 was imposed on the defaulting establishments.

The inspection team directed all traders and shopkeepers to prominently display rate lists at their business premises and ensure that all packaged commodities clearly bear the Maximum Retail Price



(MRP), manufacturing date, expiry date, net quantity and other mandatory declarations so that consumers are not put to any inconvenience or unfair trade practices. The Department reiterated its commitment to protect the interest of consumers and maintaining

transparency in the marketplace. Traders were advised to strictly adhere to the prescribed norms, failing which appropriate action shall be initiated against the violators. The Department appealed to consumers to remain vigilant while making purchases and to report any irregularities to the Department.

The inspection was conducted by the Deputy Director, Food & Rationing Sham Abrol, Assistant Director, Mills, Assistant Director, Circle II, along with the concerned Tehsil Supply Officers (TSOs) and Area Inspectors.

Director CAD conducts extensive tour of district Kathua; Reviews progress of NABARD RIDF-XXXI Irrigation Projects

HIMALAYAN MAIL NEWS
JAMMU, JULY 11

Director Command Area Development Jammu Pankaj Magotra today conducted an extensive tour of district Kathua to inspect the progress of various irrigation development works being executed under NABARD RIDF-XXXI.

He was accompanied by Project Officer Command Area Development Samba Roshan Lal Bhagat, Assistant Soil Conservation Officer Dayalchak Er. Brij Rana besides other officers and officials of the Command Area Development Department.

During the visit, the Director inspected the ongoing works of construction of Field Channels on Seswan Link Distributary of MRC Command Area Development Project, Remodeling of Field Channels



on Hamirpur-Mangtian Canal Command Area Development Project and Remodeling/Reconstruction of Field Channels on the Distributaries of Drung Canal Command Area Development Project. He reviewed the physical progress and quality of works and directed the concerned officers to ensure timely completion of all projects while strictly adhering to the prescribed technical specifications

and quality standards. The Director also interacted with beneficiary farmers at various project sites to obtain firsthand feedback regarding the implementation and impact of the Command Area Development interventions. The farmers expressed satisfaction over the improved irrigation facilities and appreciated the department's efforts in ensuring better water distribution and enhanced agricultural pro-

ductivity. While interacting with the officers and field functionaries, the Director stressed the importance of close supervision, timely execution and effective coordination with the farming community to maximize the benefits of the projects. He reiterated the department's commitment to strengthening irrigation infrastructure and promoting efficient water management for sustainable agricultural development.

The Director lauded the efforts and dedication of the officers and field staff of the Command Area Development Department in implementing these important irrigation projects and urged them to maintain the same level of commitment to ensure that the benefits of the schemes reach every intended beneficiary in a timely and effective manner.

Wildlife Kathua organizes plantation drive

JASROTA, JULY 11: As part of the nationwide "Ek Ped Maa Ke Naam" Plantation campaign, the Wildlife Division Kathua today organized a plantation drive at Jasrota.

During the event, more than 100 saplings of fruit-bearing species, including Amla, Plum, Arjun, Guava along with religiously significant species such as Peepal (Ficus religiosa) were planted at Cremation Ground and Jasrota Wildlife Sanctuary.



The programme was conducted in the presence of Vijay Kumar Wildlife Warden Kathua, Joginder Sharma, Assistant Registrar, SMVDU Katra, Sushil Sharma SHO Rajbagh, Er.

Sandeep Majotra, Ex DDC Nagri, Navneet Sharma Range Officer, Thein, Dinesh Kumar, Block Officer Jasrota, locals and the field staff of Wildlife Division Kathua.

Addressing the gathering, the Wildlife Warden said that plantation plays a vital role in promoting the environment awareness, conserving and improving ecological balance besides creating sustainable resources of Wild Fauna.

MASSIVE RALLY

IN JAMMU

JULY 12

AT HARI SINGH PARK, JAMMU

AT 10:30 A.M. ONWARDS

FOR 26TH DEATH ANNIVERSARY OF MADR-E-MEHRBAN BEGUM AKBAR JAHAN



FOR RESTORATION OF STATEHOOD





Babu Ram Pal
President
Jammu Central Zone



Rahul Mahajan
Vice President
Jammu Central Zone

CENTRAL ZONE JKNC JAMMU