

MSME-DFO organises 1-day awareness programme on PM Vishwakarma Scheme

HIMALAYAN MAIL NEWS
JAMMU, JULY 14

The MSME-Development & Facilitation Office (MSME-DFO) Jammu, under the Ministry of Micro, Small & Medium Enterprises, Government of India, today organised a one-day awareness programme on branding and marketing under the PM Vishwakarma Scheme at the Conference Hall, Directorate of Industries & Commerce, Jammu, in association with the District Administration Jammu.

The programme aimed to create awareness among PM Vishwakarma beneficiaries and artisans regarding branding, digital marketing, financial inclusion, product packaging, government support schemes and entrepreneurship develop-



ment, to enhance their market competitiveness and income generation.

The programme commenced with a welcome address by Coordinator PMU Team Kanav Kapahi, who welcomed the dignitaries, resource persons and participants and outlined the objectives.

IEDS MSME-DFO Jammu DK Tyagi delivered the introductory address and gave a brief overview of the PM Vishwakarma

Scheme. He highlighted the Government of India's commitment towards empowering traditional artisans and craftspeople by providing end-to-end support through skill upgradation, toolkit incentives, credit support, branding and market linkage.

Joint Director (Planning) Directorate of Industries & Commerce Jammu Shiwali graced the programme as Guest of Honour. In her address, she called for pre-

serving traditional crafts while adopting modern marketing techniques to improve the economic condition of artisans.

Chief Guest Assistant Commissioner General Jammu Sania Haq Khan motivated participants to utilise various Government initiatives and encouraged them to embrace innovation, digital platforms and branding to expand their products' reach in national and international markets.

DDC Samba reviews progress of HADP, JKCIP; 552 beneficiaries approved under various projects

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Deputy Commissioner Samba Ayushi Sudan today chaired a meeting of the District Level Committee (DLC) to review implementation and progress of the Holistic Agriculture Development Programme (HADP) and the Jammu & Kashmir Competitiveness Improvement of Agriculture and Allied Sectors Project (JKCIP), at the Conference Hall, DC Office Complex, Samba.

The Deputy Commissioner reviewed progress under various projects being implemented through the Agriculture and Allied Departments under HADP and JKCIP. Detailed deliberations were held on the status of key projects, implementation timelines and beneficiary selection.

The Chair also reviewed the list of eligible applicants who had submitted online applications through the



HADP and JKCIP portals. Following detailed scrutiny, the District Level Committee approved 480 beneficiaries under different components of HADP and 72 beneficiaries under JKCIP, covering various Agriculture and Allied sector schemes.

The Deputy Commissioner directed departments concerned to scale up implementation of schemes, particularly in Animal Husbandry, Sheep Husbandry and Horticulture. She directed robust output tracking through digital monitor-

ing mechanisms to ensure transparency, accountability and real-time assessment of project outcomes.

The DC instructed stakeholder departments to expedite completion of Daksh Kissan training and certification, and directed timely establishment and monitoring of units under KSOT to ensure effective implementation of projects at the grassroots level. She further directed departments concerned to enrol the maximum number of eligible farmers under JKCIP so that

benefits of the programme reach a larger farming community across the district.

Among those present were General Manager District Industries Centre (DIC), Chief Agriculture Officer, Chief Horticulture Officer, Chief Animal Husbandry Officer, District Sheep Husbandry Officer, Assistant Director Fisheries, District Development Manager NABARD, District Officer HPM, District Sericulture Officer, Lead District Manager and other officers of departments concerned.

NABARD Celebrates 45th Foundation Day

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The NABARD was established on 12 July 1982 under the NABARD act, 1981. NABARD Jammu & Kashmir Regional Office, celebrated its 45th Foundation Day in its premises with a special programme dedicated to the International Year of Women Farmers, highlighting the pivotal role of women in agriculture, rural livelihoods, and entrepreneurship on 13 July 2026.

The programme was graced by Shri Chandrashekhar Azad, Regional Director, Reserve Bank of India (RBI), Jammu, as the Chief Guest and hosted by Shri Vikas Mittal, Officer-in-Charge, NABARD J&K RO.

Distinguished participants included Smt. Vibha Gupta, Deputy General Manager, RBI, Jammu, Shri Ashok Gupta, General Manager, UTLBC, Shri Sanjay Gupta, Chairman, Jammu and Kashmir Grameen Bank, Dr. Sabahat Gazal, Assistant Professor, SKUAST-Jammu, representatives of Cooperative Banks, SHGs, FPOs and PACS, NABARD Staff and Retirees.

The celebration highlighted NABARD's significant contribution to rural development, financial inclusion, and livelihood promotion across the Union Territories of Jammu & Kashmir and Ladakh, while



recognising the achievements of women farmers, SHGs, PACS, and Farmer Producer Organisations.

In his keynote address, Shri Chandrashekhar Azad, Regional Director, RBI, Jammu, congratulated NABARD on its 45th Foundation Day and highlighted the strong RBI-NABARD partnership in promoting rural development and financial inclusion. He outlined key RBI initiatives such as CBDC (e?), the Unified Lending Interface (ULI), and the Grameen Credit Score to improve financial infrastructure and rural credit access. He also noted the National Strategy for Financial Inclusion (2025-2030), which aims for at least 30% women Business Correspondents. Emphasizing the joint supervisory role of RBI and

NABARD, he stressed strengthening DCCBs through enhanced supervision, Early Warning Signals (EWS), and Red Flagging Frameworks to ensure sustainable rural credit delivery. Shri Vikas Mittal, Officer-in-Charge, in his address, reaffirmed NABARD's commitment to rural development through institutional support, timely credit delivery, market linkages, and capacity-building initiatives such as LEDPs and MEDPs. He highlighted the growing role of women farmers in off-farm enterprises and called for stronger stakeholder coordination. Addressing challenges in the cooperative sector of Jammu & Kashmir, he stressed the need for regulatory compliance and institutional strengthening of cooperative banks to pro-

vide better support to PACS and leverage the PACS Computerisation Project. He also outlined NABARD's Returnable Grant Framework, which combines grant flexibility with loan sustainability to encourage responsible resource use and financial discipline.

Exhibition stalls were set up by KYASC Basholi Pashmina Producers Co. Ltd., Asha SHG, Jeevan Jyoti SHG, Shivalik Hills Honey FPO, and Maa Vaishno Lemon Grass FPO, showcasing their products and rural enterprise initiatives. Looms of Ladakh, RBIC-SKUAST-K and other stakeholders also applauded the efforts taken by NABARD in shaping rural India and empowering the rural economy through their social media handles.

HP Governor launches 'Ek Ped Maa Ke Naam' plantation drive at Jutogh Cantonment

SHIMLA, JULY 14:

Governor Shri Kavinder Gupta today said that the world is facing serious challenges such as climate change, rising temperatures and environmental pollution and emphasized that large-scale plantation drives coupled with public participation in environmental conservation offer the simplest and most effective solution to these global concerns.

The Governor was addressing a gathering after launching the 'Ek Ped Maa Ke Naam' plantation campaign organized by Prarthana Social Welfare Society at the Jutogh Cantonment area near Shimla.

Congratulating Prarthana Social Welfare Society, Kendriya Vidyalaya Jutogh and the Jutogh Cantonment Board for organizing the initiative, Shri Gupta described the campaign as much more than a tree plantation programme. He said it is an emotional and national movement that reflects India's cultural values while expressing gratitude towards both nature and motherhood.

"The love, care and protection that a mother provides to us are mirrored by trees, which sustain life by giving us clean air, conserving water, providing shade, fruits and ecological balance. Planting a tree in the name of one's mother is a meaningful expression of gratitude towards both life and nature," the Governor said.



Highlighting India's deep-rooted environmental ethos, Shri Gupta said that Indian civilization has always revered nature, with the Vedas and Upanishads describing the Earth as Mother and trees as life-givers. He noted that the 'Ek Ped Maa Ke Naam' campaign, launched by Prime Minister Shri Narendra Modi, has evolved into a nationwide people's movement, promoting not only environmental conservation but also respect and gratitude towards motherhood.

The Governor observed that Himachal Pradesh is blessed with unparalleled natural wealth, including dense forests, the Himalayan ranges, rivers and rich biodiversity, all of which constitute the State's invaluable heritage. He stressed that protecting these natural resources is a collective responsibility.

Calling upon students and youth to become ambassadors of environmental

conservation, Shri Gupta said they are the architects of India's future. He urged them not only to plant saplings but also to nurture them until they grow into healthy trees, adding that the true success of the campaign lies in ensuring the survival and growth of every sapling planted.

Public Works Minister Shri Vikramaditya Singh welcomed the Governor and emphasized the need for greater awareness and stronger action towards environmental protection. He appreciated the efforts of Prarthana Social Welfare Society in promoting green initiatives. He said that while development is essential, it must be pursued through the principles of sustainable development without compromising the environment.

The Minister also suggested that every student should adopt a sapling and take responsibility for its care, ensuring the protection of every tree planted.

He further observed that rapid urbanization and diminishing forest habitats have compelled wild animals to move closer to human settlements, making environmental conservation even more critical.

Earlier, President of Prarthana Social Welfare Society Shri Himesh Sharma welcomed and honoured the Governor. He later proposed the vote of thanks.

Brigadier Inderveer Rana, Station Commander Jutogh; Chief Executive Officer, Jutogh Cantonment, Shri Nishant Gupta; Commanding Officer, 1 JAK Rifles, Colonel Sachin Kumar; Principal of Kendriya Vidyalaya Jutogh Shri Mohit Kumar; students of Kendriya Vidyalaya and other dignitaries were also present on the occasion.

Later, the Governor visited the Jutogh Cantonment area and toured the Cantonment Museum, where he was honoured by the Commanding Officer.

MVD Kishtwar cracks down on e-autos without fare meters; 15 e-autos seized

KISHTWAR, JULY 14:

On the directions of Deputy Commissioner Kishtwar Pankaj Kumar Sharma, the Motor Vehicles Department (MVD) Kishtwar, under supervision of ARTO Tasleem Wani, today conducted a surprise enforcement drive near Government Industrial Training Institute (ITI) Kishtwar.

During the naka checking, Motor Vehicle Inspector (MVI) Imran Choudhary led the inspection team and seized 15 electric auto-rickshaws (e-autos) for operating without

mandatory fare meters, in violation of Motor Vehicles Rules.

The enforcement drive was launched to ensure public transport operators adhere to prescribed norms and to safeguard passengers from arbitrary fare charges. The absence of fare meters often leads to disputes over fares and causes inconvenience to commuters.

The department reiterated that installing and using functional fare meters is mandatory for public transport vehicles wherever applicable, and

strict action will continue against violators. Vehicle owners and drivers were advised to comply with all legal requirements, including proper documentation and mandatory safety standards, to avoid penalties and seizure of vehicles. The department further appealed to commercial vehicle operators to follow traffic and transport regulations in letter and spirit, and said similar enforcement drives will continue to improve transparency, discipline and passenger safety in the public transport system.

BJP delegation visits flood-hit Hamirpur, Garjal villages, assures farmers of full support

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A Bharatiya Janata Party (BJP) delegation, deputied by J&K BJP President and Rajya Sabha MP Sat Sharma, visited the flood-affected areas of Hamirpur Panchayat and Garjal village in the Akhnoor region to assess the extensive land erosion caused by the recent floods in the River Chenab and express solidarity with the affected families.

The delegation was led by Gopal Mahajan, General Secretary, BJP Jammu & Kashmir, and comprised Rakesh Pant, President, BJP Kisan Morcha, Jammu & Kashmir, Rajeev Sharma, District President Akhnoor, former MLA Krishan Lal, Mandal President Ankush Choudhary, and District President, BJP Kisan Morcha, Purshottam Singh.

During the visit, the delegation conducted an on-the-spot assessment of the damage caused by the floods. Large portions of fertile agricultural land have been washed away due to the overflowing River Chenab, causing severe losses to farmers and posing



a serious threat to their livelihoods. The delegation also interacted extensively with the affected residents and farmers, who shared their concerns regarding the destruction of agricultural land, damage to infrastructure, and the urgent need for preventive measures to avert further erosion.

Gopal Mahajan, while addressing the affected people, said that the BJP stands firmly with every family facing hardship due to the nat-

ural calamity.

He assured them that the party would strongly take up their issues with the concerned authorities to ensure prompt relief, adequate compensation, and the implementation of permanent flood protection measures along the vulnerable stretches of the Chenab.

Rakesh Pant said that farmers have suffered immense losses due to the erosion of productive land and emphasized that safeguarding agricultural land is es-

sential for protecting the rural economy. He urged the administration to immediately conduct a comprehensive damage assessment and provide timely assistance to the affected farmers.

The delegation assured the local residents that BJP would continue to monitor the situation closely and pursue the matter with the administration until effective relief and long-term mitigation measures are implemented.