

JMC conducts mega plantation drive at Shanti Park under 'Clean Jammu, Green Jammu' initiative

HIMALAYAN MAIL NEWS
JAMMU, JULY 16

Furthering its 'Clean Jammu, Green Jammu' initiative, the Jammu Municipal Corporation (JMC) today organised a mega plantation drive at Shanti Park, Ward No 61 (Patta Paloura), under the National Clean Air Programme (NCAP). The drive was inaugurated by Commissioner, Jammu Municipal Corporation, Dr Devansh Yadav.

Organised in collaboration with the Urban Forestry Division, Jammu, the drive is part of a city-wide green campaign spearheaded by Dr Devansh Yadav, with the goal of planting over 50,000 saplings across Jammu. The initiative aims to strengthen the city's green cover, improve air quality, enhance biodiversity and foster a more sustainable urban environment



through public participation.

During the drive, around 2,100 saplings were planted at Shanti Park, adding a new green space to the city. The plantation forms part of JMC's efforts to create environmentally resilient public spaces while addressing urban pollution and climate change.

Dr Devansh Yadav highlighted the role of urban forestry in improving envi-

ronmental health and quality of life.

He appealed to residents, educational institutions, social organisations and youth groups to participate in the campaign and take responsibility for protecting the planted saplings to ensure their survival.

Among those present were Joint Commissioner (Health & Sanitation) Abdul Sattar; Deputy Commissioner (North), JMC, San-

jay Badyal; Divisional Forest Officer, Jammu, Ashwani Sharma; Assistant Floriculture Officer Dr Rabia Khan; and Veterinary Assistant Surgeon Dr Priyanka Malhotra. Also present was former Councillor Mohinder Kumar along with officials of the Jammu Municipal Corporation and the Urban Forestry Division, Jammu, senior citizens, volunteers and local residents.

Secy Transport reviews preparations for River Cruise Transport project on Jhelum

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Secretary, Transport, Avny Lavasa, today reviewed the preparations for the proposed River Cruise Transport project being developed by the Inland Waterways Authority of India (IWAI) in collaboration with the Government of Jammu and Kashmir.

The Secretary was accompanied by the Regional Transport Officer, Kashmir and Joint Director, Transport Department.

During the visit, Avny Lavasa inspected the proposed river cruise route from Zero Bridge to Pantha Chowk. She visited various proposed terminals to assess the progress of infrastructure and operational preparedness.

The inspection focused on the readiness of terminals, passenger embarkation and disembarkation facilities, navigational requirements, safety measures besides other essential infrastruc-



ture necessary for commencement of the river cruise service.

The Secretary emphasised close coordination among IWAI, the Transport Department and other stakeholder agencies to ensure timely completion of

the project and adherence to the highest standards of safety, operational efficiency and passenger convenience.

The River Cruise Transport project, being implemented by IWAI in partnership with the Government

of Jammu & Kashmir, is expected to provide a sustainable and eco-friendly mode of transport while significantly enhancing the tourism potential of the River Jhelum and offering a unique travel experience to residents and visitors alike.

DDC Kulgam inspects progress of Rapid Sand Filtration Plants

KULGAM, JULY 16: District Development Commissioner (DDC) Kulgam, Shahzad Alam, today visited various Rapid Sand Filtration (RSF) plants to review the progress of works and assess the status of final completion of water supply schemes being executed under different programmes.

The DDC, accompanied by Executive Engineer Jal Shakti, Ishfaq Hamid Wani and other officers inspected the filtration plants at WSS Khudwani, WSS Chadder, WSS Mataram and WSS Pariwan Sehpora being executed under the Jal Jeevan Mission (JJM).



He also inspected the filtration plants at WSS Shurat, WSS Srandoo Bogund, WSS Lirrow and WSS Gratal to review the pace of work for their early com-

missioning.

During the visit, the DDC directed the officers of the Jal Shakti Department and the concerned contractors to expedite the completion

of all pending filtration plants so that the drinking water quality issues repeatedly raised by the public during Block Diwas programmes and through the grievance redressal mechanism are addressed without delay.

It was informed that 52 Rapid Sand Filtration plants have been taken up under various programmes across district Kulgam. Out of these, nine plants have already been commissioned, 23 are at the final stage of completion, while work on the remaining 20 plants is being accelerated for early completion and commissioning.

CHC Thathri organises dengue awareness programme during Anti Dengue Month

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As part of Anti Dengue Month, the Health Department organised a dengue awareness programme at CHC Thathri under Block Medical Officer Thathri Dr Shakeel Ahmed Kichloo, guided by Chief Medical Officer Doda Dr Vinod Sharma.

The programme aimed to create awareness among the public about dengue prevention, early recognition of symptoms and the need to maintain cleanliness to eliminate mosquito breeding sites.



Health officials educated participants on preventive measures, including avoiding stagnant water around homes, using mosquito repellents

and bed nets and seeking timely medical care in case of fever or other symptoms suggestive of dengue.

The Health Department

appealed to the public to support the Anti Dengue Month campaign by maintaining sanitation and adopting preventive measures against dengue.

DDC Doda reviews District Advisory Committee meeting of Mera Yuva Bharat

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District Development Commissioner (DDC) Doda and Chairman, District Advisory Committee (DAC), Krishan Lal today chaired a meeting of the District Advisory Committee to review implementation of the Mera Yuva Bharat (MY Bharat) initiative at the Conference Hall, DC Office Complex, Doda.

District Youth Officer, MY Bharat, Doda gave a PowerPoint presentation on the objectives of the initiative, registration process and progress achieved under the programme.

The DDC called for actively engaging youth in volunteerism, skill development, social awareness campaigns and other devel-



opmental activities. He said the energy and potential of young people should be channelised for nation-building through coordinated efforts by all stakeholder departments.

The committee discussed measures to increase youth

registration on the MY Bharat portal, strengthen outreach in schools, colleges, ITIs and rural areas and encourage greater participation in government programmes.

The DDC directed the departments concerned to

conduct awareness programmes and give wide publicity to opportunities under the MY Bharat initiative, and instructed the District Youth Officer to work closely with the School Education Department, Government Degree Colleges, ITIs and other educational institutions to motivate and register more youth.

Among those present were Chief Planning Officer Doda; General Manager, DIC, Doda; Assistant Commissioner Revenue (ACR) Doda; District Social Welfare Officer Doda; District Youth Officer, MY Bharat, Doda; District Employment Officer Doda; representatives of Government Degree Colleges and ITIs; officials of the Youth Services and Sports Department and other officers concerned.

Dy Commissioner State Taxes Recovery reviews recovery proceeding

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Deputy Commissioner State Taxes (Recovery), Jammu, Sapna Kotwal today chaired a review meeting to assess the progress of recovery proceedings under the Old GST, VAT and New GST regimes and to devise measures for expediting the recovery of outstanding government revenue.

During the meeting, the Deputy Commissioner reviewed the recovery performance achieved over the past two months and expressed satisfaction over the substantial progress made in recovery proceedings, both within and outside the Union Territory of Jammu & Kashmir.

She commended the dedicated efforts of the officers and officials of the Recovery Wing for their commitment in enhancing revenue recovery.



Stressing the importance of sustaining the pace of recovery, Sapna Kotwal directed the officers to intensify recovery efforts, ensure the prompt disposal of pending cases and adopt a focused, result-oriented approach for the realization of government dues. She instructed that all recovery proceedings be carried out strictly in accordance with the provisions of the relevant tax laws, while main-

taining transparency, accountability and close coordination with the concerned authorities including those outside the Union Territory, wherever necessary.

The meeting also deliberated on strategies to strengthen inter-state coordination, closely monitor high-value recovery cases and reinforce follow-up mechanisms to maximize recovery within stipulated timelines.

Among those present were Rajesh Sharma, State Tax Officer; Subash Chander Baru, Senior Stenographer; Ravinder Mohan Paul, Inspector; Rita Sharma, Inspector; Sami Ullah Malik, Inspector; Ashish Bruno Khokher, Sub-Inspector; Ved Prakash, Sub-Inspector; Avinash Dogra, Sub-Inspector; Liaquat Ali, Sub-Inspector and Deepak Singh, Sub-Inspector.

MSME-DFO organises 1-day awareness programme on branding and marketing under PM Vishwakarma Scheme at Samba

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

The programme aimed to create awareness among PM Vishwakarma beneficiaries, artisans and entrepreneurs about branding, digital marketing, financial inclusion, product packaging, Government support schemes and entrepreneurship development to enhance their market competitiveness and income generation.

The programme commenced with an introductory address by Assistant Director, MSME-DFO Jammu, Arvind Kumar Sharma, who gave an overview of the PM Vish-



wakarma Scheme. He highlighted the Government of India's commitment to empowering artisans and craftspeople through end-to-end support including skill upgradation, toolkit incentives, credit support, branding and market linkages.

Chief Guest and Deputy Commissioner Samba Ayushi Sudan encouraged participants to make optimum use of Government initiatives and adopt innovation, digital platforms and branding strategies to expand the reach of their products in national and international markets.

She said branding and effective marketing are key to enhancing the value of tradi-

tional crafts and improving artisans' livelihoods.

Technical sessions were conducted by experts from various fields. Ajay Kumar of the PMU Team, Jammu, elaborated on the features and benefits of the PM Vishwakarma Scheme.

Functional Manager, District Industries Centre (DIC), Samba, Pallavi apprised participants about Union Territory Government schemes available for entrepreneurs.

Professor and Head, Department of Marketing Management, Central University of Jammu, Dr Naresh Kumar, delivered a session on branding and digital marketing, highlighting strategies for small busi-

nesses and artisans. Kanav Kapahi demonstrated the use of Artificial Intelligence (AI) tools to help artisans strengthen product promotion, digital presence and business growth.

The sessions concluded with a presentation by Assistant Director, MSME-DFO Jammu, Anurag Sharma, who briefed participants on MSME schemes and Government support available for micro and small enterprises.

Around 200 participants including PM Vishwakarma beneficiaries, artisans, entrepreneurs and officials from Government departments, banking institutions and support organisations attended the programme.