

Red Cross Society organises drug de-addiction awareness programme at GHSS Khellani

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As part of the ongoing 100-Day Campaign against Drug Abuse and Narco-Terrorism, the Red Cross Society, in collaboration with the district administration Doda today organised a Drug De-addiction Awareness Programme at Government Higher Secondary School Khellani, Assar, Doda.

The event aimed to generate awareness among students about the harmful effects of drug abuse and the importance of leading a healthy, drug-free life.

The programme began with the National Anthem and was attended by the Chief Medical Officer, Chief Education Officer, Assistant Commissioner Revenue, Principal Government HSS Khellani, officers and officials of the Red Cross Society, school lecturers, teachers, staff, students and officers from the concerned departments.

Addressing the gathering, the chief guest, District Development Commissioner (Chairman District Red Cross Society) Doda Krishan Lal highlighted the important role of the Red Cross Society in serving humanity and appreciated its efforts in spreading awareness against drug abuse. He said that the district administration is committed to eliminate the drug men-



ace through sustained awareness and community participation. He stressed that such programmes play a key role in educating the youth and building a drug-free society.

The DC also appealed to students, school staff and locals to enrol themselves as members of the Nasha Mukh Campaign and actively support the fight against drug abuse.

Superintendent Red Cross Jammu Manjri Singh highlighted the history, contribution and humanitarian services of the Indian Red Cross Society,

particularly its role in healthcare, first aid, disaster response and community welfare.

Dr. Rita gave a live demonstration of Cardiopulmonary Resuscitation (CPR), explaining its importance in saving lives during medical emergencies and providing participants with practical first-aid knowledge.

The programme also featured colourful cultural performances by the girl students of the school and a skit on drug de-addiction, which effectively conveyed the harmful effects of sub-

stance abuse and the need to stay away from drugs.

Delivering the awareness lecture, Dr. Nasir spoke about drug addiction, substance abuse and rehabilitation. He highlighted the physical, mental and social consequences of drug use and encouraged students to make responsible choices and become ambassadors of a drug-free society. The programme concluded with a pledge by all participants to support the campaign against drug abuse and work collectively towards building a healthy, safe and drug-free society.

Block-Level Monitoring Committee Meetings held across Doda

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Under the guidance and directions of the Deputy Commissioner Doda Krishan Lal and Chief Medical Officer Dr Vinod Sharma and in compliance with the Government's directions for strengthening the implementation of the TB Mukh Bharat initiative, the Block-Level Monitoring Committee meetings were convened across all Medical Blocks of district Doda.

At Medical Block Assar, the meeting was chaired by the SDM Assar Ashok Katoch in the presence of BMO Dr. Syed Mohd Ismail and other members nominated under the Block-Level Monitoring Committee.

At Medical Block Bhaderwah, the meeting was chaired by the Additional Deputy Commissioner (ADC) Bhaderwah Anil Thakur along with BMO, Dr. Versha Sharma and committee members.

At Medical Block Gandoh, the meeting was chaired by the SDM Gan-



doh Arun Kumar Badyal in the presence of BMO, Dr. Farooq Saleem and other nominated members.

At Medical Block Thathri, the meeting was chaired by the SDM Thathri Sheetal Kumar Sharma, along with BMO Dr. Shakeel Ahmed Kichloo and members of the committee.

During the meetings, detailed deliberations were held on the Terms of Reference of the Block-Level

Monitoring Committees. The members resolved to ensure 100% screening through digital chest X-rays in identified high-risk villages, wards and congregate settings through TB Shivirs and outreach activities, promote 100% utilization of the TB Mukh Bharat App and Khushi Chatbot, ensure 100% up-front NAAT testing for all presumptive TB cases, provide differentiated TB care for all TB patients and

achieve 100% TB Preventive Treatment (TPT) coverage for all eligible individuals after ruling out active TB.

The committee also discussed micro-planning and gap identification at village and ward level, mobilization of community participation through NCC and MY Bharat volunteers, strengthening awareness generation and logistical support during screening camps, ensuring inter-departmental convergence, conducting regular field visits with timely submission of progress reports to the District Tuberculosis Officer (DTO) and promptly addressing operational challenges at the block and district levels.

The chairpersons emphasized coordinated efforts among all stakeholder departments to achieve the objectives of the TB Mukh Bharat campaign and reiterated their commitment towards making district Doda TB-free through effective implementation, active community participation and continuous monitoring.

SWD distributes retrofitted scooters to divyangjan in Jammu

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The Social Welfare Department today distributed retrofitted scooters to Divyangjan at the district headquarters.

MLAs Gharu Ram Bhagat, Surinder Kumar and Devyani Rana handed over the keys to the beneficiaries at an event held at the DC Office.

A total of 7 scooters were given to eligible beneficiaries from different assembly constituencies of the district.

Additional District Development Commissioner Sher Singh and District Social Welfare Officer Preeti



Sharma were also present on the occasion.

The DSWO informed that beneficiaries are se-

lected through a due process. Applications are received by Tehsil Social Welfare Officers. Eligibility

includes over 40 percent physical disability and fulfillment of other laid-down criteria.

Vishwa Kashmiri Samaj pays tributes to Mustafa Kamal

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On the fourth day of the demise of senior NC leader and ex-minister Mustafa Kamal, a delegation of Vishwa Kashmiri Samaj, led by its convenor Kiran Wattal, visited his residence to offer heartfelt condolences and express deep sympathies to the bereaved family on behalf of the Kashmiri Pandit community.

The delegation fondly remembered Dr Mustafa Kamal as a humble, compassionate, and visionary leader whose invaluable contributions to society and the promotion of sports in Jammu & Kashmir had earned him immense respect across all sections of



society. His commitment to public welfare, integrity, and humanity will always be remembered, the delegation said.

Speaking on the occasion, Wattal said that Dr Kamal's demise was an irreparable loss not only to his family but also to the sporting fra-

ternity and the people of Jammu & Kashmir. He recalled Dr. Kamal's encouragement, guidance, and support to various initiatives aimed at strengthening sports and social harmony in the region.

The Vishwa Kashmiri Samaj delegation prayed for eternal peace to the departed soul and conveyed solidarity with the bereaved family during this difficult time. They prayed to the Almighty to grant the family strength, courage, and patience to bear this profound loss.

The delegation also observed a moment of silence in memory of the departed soul and paid rich tributes to his remarkable legacy of selfless service, humility, and dedication to society.

MSME-DFO Jammu organizes awareness programme on Branding & Marketing under PM Vishwakarma Scheme

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MSME-Development & Facilitation Office (MSME-DFO) Jammu under the Ministry of Micro, Small & Medium Enterprises, Government of India today organized a one day awareness programme on Branding & Marketing for PM Vishwakarma Scheme Beneficiaries at the Conference Hall, DC Office, Reasi, in association with the district administration. The programme aimed to sensitize artisans and PM Vishwakarma beneficiaries about branding, marketing strategies, financial inclusion, entrepreneurship development and the use of digital tools to enhance their competitiveness and income generation.

The programme commenced with a welcome address by Assistant Director MSME-DFO Jammu Aman Singh, who outlined the objectives of the awareness initiative. The chief guest Additional District Development Commissioner Reasi Krishan Lal emphasized the importance of empowering traditional artisans through modern branding and marketing practices, while also preserving their cul-



tural heritage. The event was graced by Chief Planning Officer Reasi Narinder Gupta as guest of honour, who highlighted the role of coordinated efforts between government departments in supporting artisans.

The technical sessions featured expert presentations from multiple stakeholders. Aman Singh provided an overview of the PM Vishwakarma Scheme and MSME initiatives.

GM DIC Reasi Navdeep Wazir also spoke on the J&K Industrial Policy and PMEGP Scheme. District Nodal Officer JKEDI Sorab Mengi highlighted entrepreneurship opportunities under the J&K Entrepreneurship Policy. Young Professional MSME-DFO

Jammu Shahid Hussain Wani delivered a session on branding and marketing strategies for traditional artisans. Banking and financial literacy were addressed by Mukhtar Ahmed, J&K Bank, while Abilash, India Post Payment Bank, explained QR code-based digital payment solutions. Assistant Manager, PMU Team Ajay Pal Singh demonstrated applications of Artificial Intelligence for artisans to improve product promotion and business growth.

The awareness programme witnessed enthusiastic participation of more than 132 PM Vishwakarma beneficiaries, artisans, entrepreneurs and officials from various government departments and

financial institutions. The interactive sessions provided practical insights into branding, digital marketing, financial inclusion and AI applications, thereby equipping artisans with tools to expand their market reach and improve livelihoods.

This initiative reflects the Government of India's commitment to strengthening the MSME sector and empowering traditional artisans under the vision of Atmanirbhar Bharat, ensuring sustainable growth and integration of local crafts into national and global value chains.

The programme concluded with a formal vote of thanks by Shahid Hussain Wani.

SKUAST-K reviews Research Roadmap at 58th, 59th REAC meetings

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Sher-e-Kashmir University of Agricultural Sciences and Technology of Kashmir (SKUAST-K) on Wednesday convened the 58th and 59th meetings of the Research and Extension Advisory Committee (REAC) to review the University's research and extension agenda, assess progress on key initiatives, and chart future priorities for technology development and dissemination.

Chairing the meetings, Vice-Chancellor, Prof. Nazir Ahmad Ganai called for demand-driven, farmer-centric and impact-oriented research to advance the bioeconomy, agribusiness, climate-resilient agriculture, value addition, entrepreneurship and technology commercialization. Congratulating the University's scientists for developing improved crop varieties and farmer-oriented technologies, he said these focus areas would be pivotal in realizing the vision of Viksit Bharat @2047 and positioning Jammu & Kashmir as a hub of innovation-led agricultural development.



He also released several university publications during the meeting.

Prof. Raihana Habib Kanth, Director Extension, presented the agenda and highlighted REAC's role in aligning the University's research and extension programmes with the evolving needs of farmers and other stakeholders.

The committee reviewed the Action Taken Report (ATR), proposals for varietal release before the University Varietal Release Committee (UVR) and State Seed Sub-Committee (SSSC), progress of minikit trials, and fresh research proposals submitted by

various faculties and research stations.

The House was informed that SKUAST-K has transferred 87 technologies to end users, released eight improved crop varieties, advanced 13 additional varieties for release, and initiated 15 minikit trials to facilitate on-farm validation and wider adoption of the technology.

The university also reported significant outreach through its extension programs, training 5,550 beneficiaries under the Holistic Agriculture Development Program (HADP), 6,550 through Krishi Vigyan Kendras (KVKs), 850

through the Directorate of Extension, and 16,000 participants under MSME-supported skill development initiatives, underscoring its commitment to strengthening farmers' capacities, entrepreneurship and rural livelihoods.

Concluding the deliberations, Prof. Ganai reiterated the need for stronger collaboration among research institutions, government departments and stakeholders to accelerate innovation, improve farmers' livelihoods and build a resilient, knowledge-driven agricultural economy in Jammu & Kashmir.