

SKUAST-K trains all Kashmir KVKs on Kisan Sarathi 2.0 to boost digital farmer advisory services

HIMALAYAN MAIL NEWS
JAMMU, JULY 24

Sher-e-Kashmir University of Agricultural Sciences and Technology of Kashmir (SKUAST-K), through its Directorate of Extension in collaboration with KVK Ganderbal, on Thursday organised a one-day capacity-building workshop on Kisan Sarathi 2.0 to strengthen digital agricultural extension and enhance technology-driven advisory services for farmers.

Around 60 extension professionals, including Programme Coordinators, Subject Matter Specialists, faculty members and representatives from all Krishi Vigyan Kendras (KVKs) of Kashmir, were trained in creating, disseminating and managing digital advisory content through the Kisan Sarathi 2.0 portal.

Director Extension and Dean, Faculty of Horticulture, Prof. Raihana Habib Kanth, called for greater



adoption of digital tools in agricultural extension and urged scientists to contribute high-quality technical content to the portal for wider dissemination of scientific recommendations among farmers.

Addressing the valedictory session, Dr. Parvender Sheron, Director, ICAR-ATARI, Zone-I, Ludhiana, said digital platforms such as Kisan Sarathi 2.0 can significantly strengthen last-mile delivery of scientific advisories by provid-

ing authentic, location-specific and farmer-centric information, thereby bridging the gap between research and farming communities.

The technical session was led by Dr. Ashish Santosh Murai, Senior Scientist and Nodal Officer, Kisan Sarathi 2.0, who demonstrated the portal's features, including content creation, multimedia dissemination, farmer query management and expert advisory services. He en-

couraged participants to actively use the platform to enhance farmer-scientist interaction and improve digital extension services across the region.

The workshop concluded with interactive discussions on digital communication strategies and preparation of quality extension content, with participants expressing confidence that the training would strengthen digital advisory delivery across Kashmir.

Divisional Commissioner Jammu launches "Nasha Mukht Yuva for Viksit Bharat" campaign

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Divisional Commissioner Jammu Ramesh Kumar today launched the Jammu division leg of "Nasha Mukht Yuva for Viksit Bharat", a nationwide campaign of the Ministry of Youth Affairs & Sports run through Mera Yuva Bharat (MY Bharat).

The Divisional Commissioner said a drug-free society is the collective responsibility of all stakeholders and appreciated the efforts of MY Bharat in engaging youth through creative activities. The active participation of young people, he said, is essential to realising the vision of a Nasha Mukht Bharat and a Viksit Bharat.

He assured support for the campaign and its district-level events, which will see the participation of educational institutions,



youth organisations and the general public and called upon the youth to register on the MY Bharat portal to take part in the proposed programmes.

The campaign, organised by MY Bharat under the Ministry of Youth Affairs & Sports, Government of India, aims to mobilise youth against substance abuse through awareness, creative expression and community participation. Debates, declamation, painting, slogan writing, quiz, folk

song, folk dance and reel-making competitions will be held across the districts of the Union Territory.

As part of the campaign, the Prime Minister Narendra Modi will address the participants and administer the Nasha Mukht pledge. The Union Home Minister will grace the Nasha Mukht Youth Conclave on August 14.

State Director MY Bharat Jammu and Kashmir Nitin Hangloo thanked the Divisional Commissioner for launching the

campaign poster and reaffirmed MY Bharat's commitment to mobilising youth across the Union Territory towards building a drug-free and developed India.

Among those present were Dean Students Welfare Jammu University Prof. Prakash Anthal, Sports Administrator and MY Bharat Ambassador for J&K Ranjeet Kalra, State Director MY Bharat J&K Nitin Hangloo, besides other officials and volunteers of MY Bharat.

JKTPO strengthens global market linkages for J&K products at Indus Food Ahmedabad

AHMEDABAD, JULY 24: The Jammu and Kashmir Trade Promotion Organisation (JKTPO), under the aegis of the Department of Industries and Commerce, Government of Jammu and Kashmir, is proudly showcasing the region's diverse Food, Agriculture and Horticulture products at the prestigious Indus Food Ahmedabad 2026, being held from 24-26 July, 2026 at the Heli-pad Exhibition Centre, Gandhinagar, Gujarat under Raising and Accelerating MSME Programme (RAMP) intervention of Ministry for MSME.

The event is being participated by the leading stakeholders from the food processing, packaging, retail, exports and agri-food sectors on a single platform, strengthening the Western India's role in global food trade.

The event being organised by the Trade Promotion Council of India (TPCI), aims to further consolidate India's position as a trusted and competitive partner in global food supply chains by bringing together the leading Indian food producers, international buyers, policymakers, industry leaders and global institutions on a single platform to facilitate trade collaborations, bilateral engagements and long-term partnerships. The



show is B2B sourcing event with 300+ exhibitors participating, 40+ retail chains and 15,000 trade visitors are expected to visit the show. Indusfood Ahmedabad will provide 03 days of powerful networking, strategic partnerships and high-value business engagements, all under one roof. The show will provide an opportunity for leading brands, buyers, retailers and decision-makers to come together to connect, source and grow their businesses.

The event will serve as a strategic gateway connecting the global buyers, retail chains, importers, distrib-

utors and institutional procurement agencies with India's rapidly growing food manufacturing ecosystem, particularly from Gujarat and Western India. The show is expected to witness participation from supermarkets, retail chains, distributors, wholesalers, food importers, exporters, hospitality buyers, food service operators, packaging companies, engineering firms and technology solution providers.

The Jammu & Kashmir Pavilion, located at Hall No. 2, provides a vibrant platform for MSMEs, FPOs and women entrepreneurs to showcase their premium

offerings. The Pavilion highlights Jammu and Kashmir's world-renowned Geographical Indication (GI)-tagged products such as Saffron, Rajmah, Sulai (Acacia) and multifloral honey, along with organic honey, essential oils, herbs, grounded spices, pulses, dry fruits, dehydrated fruits and vegetables, reflecting the region's authenticity, quality and excellence.

The platform not only provided exposure and experience but also facilitated substantial business opportunities for the entrepreneurs from Jammu & Kashmir.

CM Omar meets public representatives, delegations at Raabita

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Chief Minister Omar Abdullah today met public representatives and various delegations at Raabita here and heard a range of issues concerning development, public welfare and matters of public importance.

MLA Budgam, Aga Syed Muntazir Mehdi, called on the Chief Minister and discussed issues pertaining to his constituency.

MLAs Vijay Kumar (Hiranagar) and Rajeev Kumar (Bishnah) also met the Chief Minister and apprised him of various developmental issues and public welfare concerns relating to their constituencies.



Former MLA Inderwal, Qazi Jalal-u-Din, also called on the Chief Minister and discussed issues of public importance concerning his area.

Vice Chancellor, Cluster University Srinagar, Prof.

Mohammad Mobin, met the Chief Minister and discussed matters pertaining to the university.

Senior journalist Abdul Mehjoor, along with several other individuals, also called on the Chief Minister.

The Chief Minister gave a patient hearing to all the delegations and individuals and assured them that their genuine concerns would be examined and addressed in a time-bound manner.

ASCEND J&K 2026 concludes on a high note; two startups secure funding, investment commitments

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Jammu and Kashmir's largest-ever Startup Ecosystem Summit, "ASCEND J&K 2026 - Where Mountains Meet Momentum," concluded at the Sher-i-Kashmir International Convention Centre (SKICC), Srinagar, on Friday, marking a major step towards connecting promising startups from the Union Territory with national investors, accelerators, mentors and ecosystem leaders.

Organised by the Jammu and Kashmir Entrepreneurship Development Institute (JKEDI) under the aegis of the Industries and Commerce Department, the two-day summit witnessed high-level panel discussions, startup pitching sessions, investor meetings, masterclasses and networking engagements aimed at strengthening the innovation and entrepreneurship ecosystem in Jammu and Kashmir.

The summit generated significant investment interest, with 20 startups from Jammu and Kashmir pitching their business ventures before 14 investors and investment networks. Seven startups were short-listed for further evaluation and due diligence, creating potential pathways for investment, acceleration and strategic partnerships.

Among the major outcomes, two startups secured funding support and investment commitments of up to ₹1 crore, reflecting growing investor confidence in ventures emerging from Jammu and Kashmir.

Srinagar-based startup EcoBuddy received an investment commitment in the range of ₹75 lakh to ₹1 crore from LetsVenture, a leading technology-enabled platform for investment in early-stage startups across sectors.

Founded by Muhammad Farukh Usman, EcoBuddy provides technology-driven waste-management solutions and eco-friendly



packaging materials, addressing emerging environmental and sustainability challenges.

Another Srinagar-based startup, Curve Electric, attracted funding support from Build3 Accelerator and angel investor Komal Nailwal, further strengthening the region's startup investment landscape.

The concluding day commenced with a panel discussion on "Role of Incubators in Scaling J&K's Startup Ecosystem." Moderated by Chintan Bakhshi of IIM Ahmedabad, the session brought together incubation leaders from prominent national and local incubation centres.

The panellists deliberated on the evolving role of incubators in nurturing innovation, providing technical and managerial support, facilitating technology transfer, enabling market access and helping startups scale sustainably. They emphasised the need for stronger collaboration among academia, industry, government institutions and incubators to build a vibrant and glob-

ally competitive entrepreneurial ecosystem in the Union Territory.

The second panel discussion, titled "From Mountains to Momentum: Building the Next Generation of Startup Ecosystems," featured successful founders from Jammu and Kashmir who shared their entrepreneurial journeys, challenges and experiences of building enterprises from the region.

Moderated by Shradha Sharma, Founder of YourStory, the session highlighted how startups from Jammu and Kashmir are developing innovative solutions across diverse sectors and expanding their presence at the national level. The founders encouraged aspiring entrepreneurs to remain resilient, strengthen their business models and leverage technology, mentorship and market networks to achieve sustainable growth. The summit concluded with an interactive masterclass on "How to Be Investment-Ready," delivered by noted investor and entrepreneur Shanti Mo-

han. The masterclass offered practical guidance on building scalable business models, understanding investor expectations, preparing for fundraising, strengthening financial and operational planning and developing compelling investment pitches. The session helped participating startups identify gaps in their investment preparedness and better position their ventures for future growth.

Running parallel to the panel discussions and masterclasses, structured investor-pitching sessions and one-on-one meetings enabled startup founders to directly engage with venture capital firms, angel investors, accelerators and investment networks.

The interactions focused on business models, market potential, scalability, revenue strategies, funding requirements and long-term growth plans. These engagements provided founders with valuable feedback and opened opportunities for further discussions, mentorship and investment partnerships.

Orientation on JK Sehat App held for GMC Doda staff

DODA, JULY 24: An orientation cum training session on the JK Sehat App was today organised for the section in-charges of AH Government Medical College Doda.

Block Medical Officer Ghat Dr Abdul Gafoor and District Nodal Officer (JK Sehat App) Chander Kant Shan conducted the session in the presence of Dy MS AH GMC Dr Irfan Tasaduq Kelam. The resource persons gave an overview of the JK Sehat App and demonstrated its key features, including online appointment booking, home



healthcare services, teleconsultation and the Scan & Share facility.

Participants interacted during the session and were sensitised about the importance of digital healthcare services. They were encouraged to promote the app among healthcare workers and the general public to increase registrations and ensure maximum utilisation of the platform across the district.

The training concluded with a question-and-answer session in which the participants' queries were addressed.