

ADDC Jammu promotes onboarding of businesses on Mission YUVA Seller App

HIMALAYAN MAIL NEWS
JAMMU, JULY 29

Additional District Development Commissioner Jammu Sher Singh today chaired a meeting with representatives of various business and market associations to encourage onboarding of retail businesses on the Mission YUVA Seller App and enhance their access to digital markets.

At the outset, Assistant Director Employment Mukhlis Ali delivered a detailed presentation on the process of onboarding businesses on the Mission YUVA Seller App and explained its features and advantages.

Deputy Director Employment Sunaina Saini briefed the participants on Mission YUVA, the flagship entrepreneurship initiative of the Government of Jammu and Kashmir aimed at supporting aspiring and existing entrepreneurs through financial assistance, capacity building, market linkages and other business facilitation services. She



highlighted the scheme's role in creating a robust entrepreneurial ecosystem across the Union Territory.

The Deputy Director informed the participants that the District Employment & Counselling Centre would provide complete handholding support to interested businesses and organise further awareness programmes. She also outlined the incentives available under Mission YUVA, including assistance in availing institutional finance, free AI-enabled Detailed Project Report (DPR) preparation, business mentoring and other post-sanction support for entrepreneurs.

The ADDC said Mission YUVA is a flagship initiative of the Government of Jammu and Kashmir providing a single-window platform for aspiring and existing businesses, particularly small, micro and medium enterprises. He said that in the era of rapidly expanding online marketplaces, it is essential for shopkeepers and all categories of retail sellers to embrace digital commerce to remain competitive.

He said the Mission YUVA Seller App, built on the Open Network for Digital Commerce (ONDC), enables retailers to access wider markets without paying platform commissions,

thereby ensuring maximum benefit for sellers while expanding their customer base.

He urged all business establishments to register on the platform and share their experiences and feedback so that it could be further strengthened wherever required.

During the interactive session, representatives of various business and market organisations shared their feedback and suggestions and expressed their willingness to onboard their establishments on the Mission YUVA Seller App and avail the benefits offered under the flagship scheme.

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Minister for Health and Medical Education, Social Welfare and Education, Sakeena Itoo, today chaired a comprehensive review meeting at Civil Secretariat here to assess the physical and financial progress achieved under the Strengthening and Augmentation of State Capabilities for Citizen-Centric Infrastructure (SASCI), CAPEX Budget and other flagship developmental schemes being implemented by the Health and Medical Education, Social Welfare and Education departments besides implementation of key budget announcements in these departments.

The meeting was attended by Commissioner Secretary Social Welfare, Sarmad Hafeez; Commissioner Secretary Education, Ram Niwas Sharma; Mission Director ICDS, Mission Director RUSA, Mission Director Samagra Shiksha, Director School Education Jammu/Kashmir, Director Health Jammu/Kashmir, Special Secretaries of concerned departments, Director



Planning/Finance of concerned departments, and other senior officers.

The Minister conducted a detailed department-wise review of the status of ongoing infrastructure projects, expenditure under CAPEX allocations, implementation of SASCI initiatives and other flagship programmes aimed at strengthening the public service delivery across Jammu and Kashmir.

Sakeena Itoo directed the officers to ensure timely completion of all sanctioned projects without compromising on quality standards. She stressed that every developmental

initiative must translate into tangible benefits for the people and contribute towards strengthening essential public infrastructure here.

The Minister underscored the importance of effective planning, inter-departmental coordination and regular monitoring to achieve the desired outcomes. She instructed the officers to remove bottlenecks delaying execution of projects and adopt a result-oriented approach for ensuring optimal utilisation of funds.

Sakeena Itoo reiterated the government's commitment towards transparent,

accountable and people-centric governance, asserting that development projects must be executed efficiently to maximise public benefit.

"Maintain strict financial discipline, adhere to prescribed timelines and ensure regular monitoring of the progress of all projects to avoid cost and time overruns", she said.

The Minister directed the departments to strengthen the field-level supervision, improve coordination among executing agencies and ensure periodic reviews so that all flagship schemes are implemented effectively and their intended objectives are achieved within the prescribed timeframe.

Taking stock of the School and Higher Education Departments, the Minister highlighted the importance of upgrading educational infrastructure and creating a conducive learning environment for students.

She directed the officers to expedite construction and upgradation works, ensuring that educational institutions are equipped with the necessary facilities to support quality education.

CS sets daily monitoring mechanism to fast-track SVAMITVA, AgriStack programmes

SRINAGAR, JULY 29: Chief Secretary, Atal Dulloo, today convened a meeting to take stock of the progress achieved by the districts under the SVAMITVA Scheme, Digital Crop Survey, onboarding of land records onto the AgriStack platform, besides assessing the status of integration of these records with the Unified Lending Interface (ULI) of the Reserve Bank of India (RBI) for seamless delivery of institutional credit to farmers.

The meeting was attended by ACS, Finance; Secretary, Revenue; Divisional Commissioners, MD, HADP; MD, ABDM; senior officers of the Revenue Department; Deputy Commissioners of all the districts; representatives of the concerned departments and banks, besides the designated district mentors.

Emphasising the importance of these flagship digital governance initiatives, the Chief Secretary directed all the Deputy Commissioners to accord the highest priority to completion of both the SVAMITVA Scheme and AgriStack within the prescribed timelines without any further delay.

He observed that these programmes have immense transformative potential and would revolutionise the agriculture sector by creating a robust digital ecosystem for land governance and farmer-centric service delivery.

Highlighting the long-term benefits of the initiatives, Dulloo remarked that



once the digitisation process is completed and integrated with the AgriStack ecosystem, most of the issues faced by farmers in establishing land ownership and cultivation credentials would automatically stand resolved.

To ensure close monitoring of the implementation, the Chief Secretary designated a Nodal Officer to review the progress achieved by each district on daily basis and submit consolidated reports to his office. He impressed upon the Deputy Commissioners to personally supervise the execution of these programmes and remove any bottlenecks affecting their progress.

The Chief Secretary also called upon the banks to expedite integration of the Revenue Department Application Programming Interfaces (APIs) with the ULI platform to facilitate seamless digital verification of land records. He said that such integration would significantly simplify agricultural lending, reduce turnaround time for loan processing and promote greater financial inclusion among the farming community.

Reviewing preparations for the forthcoming Digital

Crop Survey (Kharif-2026), the Chief Secretary directed that Surveyors and Supervisors should be identified by the first week of August to facilitate timely training before commencement of the survey in September.

He instructed the Revenue Department to prepare an illustrative list of eligible personnel, including those from Common Service Centres (CSCs) Village Level Entrepreneurs, Multi-Tasking Staff (MTS), Krishi Udyam, Banking Correspondents and field staff from the Agriculture Production Department, Planning Department, Rural Development Department and other line departments for effective conduct of the survey within the stipulated timeframe.

Seeking district-wise feedback, Dulloo enquired from the Deputy Commissioners about the present status of implementation of all the ongoing programmes and directed them to ensure meticulous verification of records by the district mentors and Revenue officers so that the digitised database remains accurate and error-free. He also reviewed the field-level observations of the

designated district mentors and instructed them to submit detailed reports after every field visit for effective monitoring and timely corrective action.

Earlier, Commissioner Secretary, Revenue, Kumar Rajeev Ranjan, presented a comprehensive overview of the progress made under the various digital land governance initiatives across the Union Territory.

He informed that under the SVAMITVA Scheme, drone surveys have been successfully completed in all 4,400 villages across the Union Territory. Subsequent stages of map validation and inquiry are progressing steadily, while final data required for generation of Property Cards has been received from 1,975 villages. Consequently, 67,560 Property Cards have already been distributed across 1,781 villages. The districts have been advised to expedite the remaining activities to achieve saturation under the Scheme.

Regarding the digitisation of land records, the meeting was informed that the transformation of legacy land records, including Record of Rights (RoRs), Jamabandis and mutation records, into authenticated digital formats is progressing across all districts. The exercise aims to establish a standardised and interoperable digital land records database, laying the foundation for seamless integration with the AgriStack platform and improving delivery of land-related services.

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Sub-Divisional Magistrate (SDM) Gool Imtiaz conducted an extensive tour of several rain-affected areas of Block Sangaldan to assess the damage caused by the recent heavy rainfall and to review the restoration of essential services and road connectivity.

In line with the directives of Deputy Commissioner Ramban Mohammad Alyas Khan, the SDM inspected the Ind-Barala Road, Sungalkundi-Sarroti Road, Narmala area and the Sangaldan-Tatapani Road. He was accompanied by Executive Engineer (PMGSY) Akhtar Hussain, Naib Tehsildar Sangaldan Mohammed Qayoom and AEE PMGSY Naveed Aslam along with technical staff of PMGSY and other field officials concerned.

The SDM took stock of the damage to roads, retaining walls, drainage systems and other public in-



frastructure caused by incessant rains. He interacted with local residents to understand their concerns and assured them of early restoration of normalcy.

The Sub-Divisional Magistrate directed PMGSY officers and other executing agencies to immediately deploy men and machinery at vulnerable locations for clearance of landslides, re-

moval of debris and restoration of road connectivity and to attend to all damaged stretches on priority to ensure safe movement of commuters and uninterrupted essential services. He instructed the departments concerned to remain on high alert, maintain close coordination for timely response to any weather-related emergency, continuously moni-

tor vulnerable locations and keep adequate manpower and equipment ready.

The public was appealed to remain vigilant during the rainy season and avoid unnecessary travel through landslide-prone areas, advising them to follow official advisories and immediately report any emergency or damage to the local administration.

DC Kishtwar chairs DLTF meeting; 21 loan proposals approved under JKREGP

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Deputy Commissioner Kishtwar Pankaj Kumar Sharma, who is also Chairman of the District Level Task Force Committee (DLTFC), today chaired a meeting of the DLTFC under the Jammu and Kashmir Rural Employment Generation Programme (JKREGP), implemented by the Jammu and Kashmir Khadi and Village Industries Board (J&K KVIB).

The Committee reviewed 33 loan proposals submitted under JKREGP. After detailed scrutiny of each proposal, 21 were approved, nine applicants remained absent and three cases were deferred for further review.

The approved projects involve a total project cost of ₹168.00 lakh, comprising a bank loan component of ₹109.60 lakh and a margin money component of



₹58.40 lakh.

The Deputy Commissioner called for timely processing of the approved cases and close coordination among the departments concerned and financial institutions for early establishment of the units and generation of sustainable employment

across the district.

The DLTFC, constituted under JKREGP, plays a key role in promoting self-employment and strengthening local livelihoods by extending financial support to aspiring entrepreneurs.

Among those present were General Manager DIC Kishtwar Dr Rishi Kumar

Sharma; In-Charge KVIB Kishtwar Shah Mohammad; representatives from RSETI, Government Polytechnic Kishtwar, J&K Bank Cluster Office Kishtwar, J&K Grameen Bank, ITI Kishtwar and the In-Charge District KVIB Officer Kishtwar, besides other stakeholders concerned.

Committee on Estimates reviews functioning of Health & Medical Education department

SRINAGAR, JULY 29: The Committee on Estimates of the Jammu and Kashmir Legislative Assembly today convened a meeting under the Chairmanship of Nazir Ahmad Khan (Gurez) to review the overall functioning of the Health and Medical Education Department, with emphasis on strengthening healthcare delivery and assessing the availability of medical manpower across the Union Territory.

The meeting was attended by members of the Committee including Ghulam Ahmad Mir, Balwant Singh Mankotia, Ali Mohammad Dar, Javid Hassan Beigh, Irshad Rasool Kar, Sajad Shaheen, Sunil Bharadwaj and

Pyare Lal Sharma. Commissioner Secretary, Health and Medical Education, M. Raju, Director SKIMS, Managing Director, National Health Mission, Principals of various Government Medical Colleges, Secretary, J&K Legislative Assembly, Manoj Kumar Pandita, besides other senior officers of the Health and Medical Education and Legislative Assembly were also present.

During the deliberations, the Committee undertook a comprehensive review of the department's functioning, focusing on healthcare infrastructure, availability of human resources, quality of service delivery and the effectiveness of administra-

tive mechanisms across Jammu and Kashmir.

The Committee sought detailed information regarding the sanctioned strength of doctors in all District Hospitals, Sub-District Hospitals and Medical Blocks across the Union Territory. It directed the department to furnish district and block-wise data on the sanctioned posts of doctors to facilitate a detailed assessment of healthcare staffing.

To evaluate the existing human resource scenario in the health sector, the Committee further called for block-wise details of filled and vacant posts in these health institutions for the last five years.