

JMC launches 'Catch the Rain' campaign at Government High School, Gandhi Nagar

Over 1,000 rainwater harvesting structures to be installed in schools

HIMALAYAN MAIL NEWS
JAMMU, JULY 31

In line with the nation-wide 'Catch the Rain' campaign under the Jal San-chay Jan Bhagidari (JSJB) initiative, the Jammu Municipal Corporation (JMC) today launched the campaign by performing the groundbreaking ceremony of a rooftop rainwater harvesting structure at Government High School, Gandhi Nagar. Jammu Municipal Corporation Commissioner Dr Devansh Yadav inaugurated the initiative.

Addressing the gathering, Dr Yadav described rainwater harvesting as a sustainable solution for conserving water and recharging groundwater. He explained that rainwater falling on school rooftops, usually lost through drains and nallahs, will now be channelled through specially designed pipelines to recharge the groundwater table.

The Commissioner an-



nounced that more than 1,000 rooftop rainwater harvesting structures will be developed in schools under the campaign. Similar structures will also be installed in government buildings and rainwater harvesting will be made mandatory for all new building permissions issued by the JMC.

During the programme,

students and teachers were sensitised about water conservation and the role of rainwater harvesting in ensuring a sustainable future. Dr Yadav interacted with the students, encouraged them to become ambassadors of water conservation and distributed sweets among them.

On the occasion, all participants took a pledge to

conserve water and support the 'Catch the Rain' campaign, reaffirming their commitment to preserving water resources for future generations.

The month-long campaign will include awareness programmes, community outreach activities and the promotion of rainwater harvesting practices across Jammu city.

Govt approves Rs 13.75 cr for heritage conservation projects at Purmandal, Zadibal

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The Government of Jammu & Kashmir has approved two major heritage conservation projects worth ₹13.75 crore for the restoration and revival of the historic heritage site of Purmandal in Samba and the conservation and upgradation of the historic Imambara Zadibal in Srinagar. The twin initiatives reaffirm the Government's commitment to preserving Jammu & Kashmir's rich religious, cultural and architectural heritage while enhancing facilities for pilgrims, devotees and visitors.

The Government has approved a ₹7.16 crore project

for the restoration and revival of the historic heritage site of Purmandal in Samba. The initiative aims to preserve the site's unique heritage character while improving essential infrastructure to enhance the experience of pilgrims and tourists visiting the revered shrine town.

The Government has also sanctioned a ₹6.59 crore project for the conservation and upgradation of the historic Imambara Zadibal in Srinagar.

The project seeks to conserve the architectural and heritage character of the centuries-old Imambara while upgrading essential infrastructure to provide improved facilities for the large number of devotees

and visitors who visit the revered religious site throughout the year.

These projects form part of the Government's sustained efforts to protect and restore places of immense religious, historical and cultural significance across Jammu and Kashmir through focused investments in heritage conservation and infrastructure development.

The approval of the Purmandal and Imambara Zadibal projects follows a series of similar initiatives undertaken by the Government in recent months. Earlier, the Government sanctioned a ₹6.38 crore project for the development of the revered holy spring of Khoo Sahib at Yarwan in

Shadimarg, Pulwama.

The project aims to upgrade essential infrastructure and improve facilities for devotees while preserving the site's religious, cultural and historical significance, thereby enhancing the overall pilgrim experience.

The Government has also recently approved two major heritage conservation projects worth ₹16.36 crore for the revival and restoration of the historic Jamia Masjid Sharief in Shopian and the revered Sarvadhara Chaudhary Mata Mandir in Ramban. These projects are designed to protect important heritage structures while strengthening amenities for worshippers and visitors.

Govt notifies agri pause periods under VB-GRAM G to protect peak sowing, harvesting seasons

HIMALAYAN MAIL NEWS
JAMMU, JULY 31

The Jammu and Kashmir Government has officially notified specific agricultural "pause periods" under the newly launched Viksit Bharat-Guarantee for Rozgar and Aajeevika Mission (Gramin) (VB-GRAM-G), effectively halting public works during peak farming seasons to prevent labour shortages.

The move comes as the Union Territory transitions from the erstwhile MGNREGA to the VB-GRAM-G.

According to the order issued by the Secretary, Rural Development and Panchayati Raj Department, Mohammad Aijaz

Asad, the pause schedules have been tailored to the distinct agro-climatic calendars of the Kashmir and Jammu divisions.

In the Kashmir Division, no new works will be commenced or executed during three key windows: April 26 to May 10 for Kharif sowing; May 25 to June 10 for Kharif transplanting and Rabi harvesting; and September 26 to October 23 for Kharif harvesting and Rabi sowing.

For the Jammu Division, the enforced pause will occur from April 15 to April 29 for Rabi harvesting; June 15 to June 29 for Kharif sowing and transplanting; and October 15 to November 13 for Kharif harvesting and Rabi sowing.

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The notification, issued under Sections 6(2) and 6(3) of the VB-GRAM-G Act, strictly bars the initiation or execution of scheme works during these windows. However, a carve-out allows the Government to undertake specific projects during the pause period if expressly permitted by the Government of India under Section 7 of the Act on grounds of public interest.

This enforcement of a mandatory 60-day agricultural pause is a core feature of the newly notified Jammu Kashmir Viksit Bharat-Guarantee for Rozgar and Aajeevika Mission (Gramin) Scheme, 2026, which was formally rolled

out on July 1st, 2026.

The Secretary said that the flagship programme enhances the guaranteed wage employment from the previous 100 days to 125 days annually for every eligible rural household willing to do unskilled manual work. Aijaz Asad said that with the agricultural pause periods now legally defined, we are ensuring that our drive for rural infrastructure development does not come at the cost of farm productivity.

"The transition to 125 days of work under VB-GRAM-G, coupled with technology-driven planning, marks a significant shift towards the vision of Viksit Bharat@2047," he said.

ADC Bhaderwah convenes review meeting on PWD development works

HIMALAYAN MAIL NEWS
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Additional Deputy Commissioner (ADC) Bhaderwah Sunil Kumar Bhutyal convened a review meeting at his office chamber to assess the progress of developmental works being executed by the Public Works Department (PWD) in Sub-Division Bhaderwah during 2026.

The review covered ongoing and newly sanctioned projects of the PWD (R&B) Division Bhaderwah, including the veterinary building, Higher Secondary School (Boys) Bhaderwah, Higher Secondary School Saringal, Government Degree College Bhaderwah, Sub-District Hospital Bhaderwah, Chandi Mata Temple Bhaderwah and Gupt Ganga Temple.

The ADC reviewed the progress of works executed by the R&B and discussed the delivery of civic services in the sub-division.

The Additional Deputy Commissioner directed



the officers concerned to furnish a comprehensive report detailing all developmental works undertaken by the R&B Department, along with the civic functions and services be-

ing provided to the public.

Among those present were the Assistant Executive Engineer (AEE), R&B and the Junior Engineers of Bhaderwah and Bhalla of the PWD (R&B) Sub-Di-

vision Bhaderwah.

The AEE, R&B Bhaderwah also submitted work-wise details of all ongoing projects being executed by the PWD (R&B) Sub-Division Bhaderwah.

DC Reasi chairs DLC meeting; focus on dairy expansion and poultry promotion

REASI, JULY 31: Deputy

Commissioner Reasi Kumar Abhishek, who is also Chairman of the District Level Committee (DLC), today chaired a meeting at the DC Office Complex to review implementation of the Holistic Agriculture Development Programme (HADP), Jammu and Kashmir Competitiveness Improvement Project (JKCIP) and Pradhan Mantri Matsya Sampada Yojana (PMMSY). The meeting also finalised eligible cases submitted under the schemes for financial assistance.

The DC reviewed the physical and financial progress under the pro-



grammes and assessed the status of agriculture, horticulture, livestock, fisheries and allied sector initiatives. He sought convergence among departments for

timely delivery of benefits to farmers and entrepreneurs.

He directed the departments concerned to expedite processing of eligible

cases and complete all proposals before placing them before the Committee, the department concerned to increase dairy units and encourage farmers and unemployed youth to set up poultry units under available schemes and bankers to clear pending loan cases and release timely assistance so that approved projects proceed without delay. During the interaction, progressive farmers requested dedicated sale counters for marketing their produce and products. The Deputy Commissioner assured them that sale counters would be set up shortly to improve market access.

Swachhta 50-50 launched in Bandipora to strengthen shared responsibility for Sustainable Waste Management

BANDIPORA, JULY 31: Deputy Commissioner Bandipora, Indu Kanwal Chib, today chaired the district-level convention marking the formal launch of the "Swachhta 50-50" initiative, a flagship campaign of the District Administration based on the principle of 50% Government and 50% Public participation for effective and sustainable solid waste management across the district, at the Conference Hall, Mini Secretariat Bandipora.

The convention witnessed participation of Additional District Development Commissioner Bandipora, Nazir Ahmad Mir; PO ICDS Bandipora, Yaar Ali Khan; ACP Bandipora, Aijaz Ahmad; Chief Education Officer Bandipora; District Information Officer; Block Development Officers, and other stakeholders.

The programme commenced with the National Anthem, followed by the Swachhta Pledge, which was administered by the students of Government Higher Secondary School Quilmuqam.

Addressing the gathering, the Deputy Commissioner said that Swachhta 50-50 is a people's movement based on shared responsibility and called upon every stakeholder to work wholeheartedly to make the initiative a success. She said that the District Administration had already taken three major steps towards scientific waste management and that

Swachhta 50-50 marked the fourth step in this direction.

Highlighting the implementation strategy, the Deputy Commissioner announced that after a one-month handholding period, Bulk Waste Generators (BWGs) would be required to scientifically manage their own waste in accordance with the Solid Waste Management Rules, while the District Administration would continue to provide all necessary technical support and guidance. She said that 89 identified BWGs in the district account for a major share of waste generation and would be brought under this mechanism.

She further informed that exhibitions would be organised to demonstrate scientific waste management practices and clarified that any issues relating to implementation in rural areas would be addressed through the Assistant Commissioner Panchayat, while concerns in urban areas would be handled by the concerned Municipal Committees.

The Deputy Commissioner also informed that the District Administration had successfully conducted an Extended Producer Responsibility (EPR) initiative in Gurez, where 11 companies participated. Of these, three companies accepted the proposals, while the remaining companies were closely monitoring the district's waste management efforts and were expected to take a decision in the



coming weeks. She reiterated that the responsibility for collection and disposal of single-use plastic (SUP) rests with the producers under the EPR framework.

She said that a dedicated coordination group had been constituted to ensure sustained implementation of the initiative and informed that the District Administration had also developed the dedicated portal Swachhta 50-50 in for monitoring and management of the programme.

Emphasising the role of institutions, the Deputy Commissioner said that every school and every Anganwadi Centre would adopt 50 households on a long-term basis. She said that students would sensitise their parents while teachers would certify

During the convention, Dr. Saptak Rarotra from SWAHA Resources Management Pvt.Ltd. demonstrated the functioning of the Swachhta 50-50 digital platform, explaining features including the dashboard, organisation mapping, household allocation, household adoption, baseline survey, QR code generation and monitoring system designed to track implementation across the district.

The programme also featured technical sessions on scientific waste management.

Tabrez Madni, Capacity Building Expert, Housing and Urban Development Department, appreciated the sustained efforts of Deputy Commissioner Bandipora in strengthening waste management systems and delivered a detailed presentation on scientific solid waste management. He elaborated on the provisions of the Solid Waste Management Rules, 2016, source segregation into four waste streams, door-to-door collection, transportation through compartmentalised vehicles, Material Recovery Facilities, wet waste processing through composting and Aerobin technology, sanitary waste disposal through incinerators and the importance of reducing, reusing and recycling waste. He also highlighted the duties of waste generators, responsibilities of Bulk Waste Generators, penalties for violations, the need to avoid burning or dumping waste

and the importance of eliminating banned single-use plastic from all functions.

On the occasion, Assistant Commissioner Panchayat Bandipora appreciated the efforts of Deputy Commissioner Bandipora and the District Administration in advancing sustainable waste management across the district.

Earlier, Programme Officer ICDS Bandipora, Yaar Ali Khan, highlighted the "Kabaad se Jugaad" initiative being implemented in Anganwadi Centres as an innovative step towards resource utilisation and waste management.

An interactive session was also held during which students and participants actively shared their views. Students expressed concern over the impact of improperly managed waste on agricultural land and soil fertility and sought guidance on scientific waste disposal methods.

Concluding the programme, the Deputy Commissioner urged every citizen to begin the campaign from their own homes, stating that meaningful transformation can only be achieved through active public participation. She also announced that Phase-II of the initiative would bring more organisations under the ambit of Swachhta 50-50, further strengthening the district's shared responsibility model for sustainable waste management.