

Mega behavioural change campaign under Clean Himalayan initiative launched at Patnitop

HIMALAYAN MAIL NEWS
JAMMU, AUG 03

On the directions of Deputy Commissioner Ud-hampur Minga Sherpa, a comprehensive behavioural change campaign under the Clean Himalayan and Hill Cities Initiative was officially launched today at the tourist resort Patnitop.

The grand launch event was inaugurated by Additional Deputy Commissioner Prem Singh in presence of IAS Probationer Dr Shagun Singh, SDM Chenani, Dr Ranjeet Singh Kotwal, Tehsildar Chenani Pankaj Singh and Accounts Officer Patnitop Development Authority Ashok Gupta, senior officials and representatives from other line departments, marking a coordinated administrative effort toward environmental sustainability in the region.

The launch was followed by a comprehensive Stakeholders Conference that witnessed enthusiastic participation from local hoteliers, shopkeepers, pony wallas and taxi operators.

During the conference, stakeholders were given detailed insights into the scope, goals and implementation strategy of the Behavioural Change Campaign under the Clean Himalayan and Hill Cities Initiative



(CHHCI) tailored specifically for Patnitop. The project focuses on fostering sustainable solid waste management practices, eliminating single use plastics, enforcing strict source segregation of garbage and cultivating a sense of collective eco responsibility among both the local business community and visiting tourists.

The officials highlighted that the primary objective of CHHCI is to preserve the fragile Himalayan ecosystem by shifting public habits through active community engagement, capacity building and regular field campaigns.

The objective of the Clean Himalaya & Green Initiative

is to protect the Himalayan environment through cleanliness, afforestation, responsible waste management, water conservation and active public participation, ensuring a sustainable future for generations to come.

As part of the launch event, a mega cleanliness drive was also held at the Patnitop Meadow, in which all departmental officers and officials along with local stakeholders actively participated to clear litter and set an immediate example of community action.

It was officially announced during the event that a structured, day to day schedule of awareness drives, monitoring activities

and cleanliness initiatives has been formulated, which shall continue uninterrupted up to August 15, 2026. Under this daily roadmap, dedicated teams will conduct door to door awareness in commercial hubs, train service providers like pony wallas, Hospitality staff on trail sanitation and ensure strict compliance with waste disposal guidelines.

The district administration appealed to all commercial establishments, local unions and visitors to extend complete cooperation to ensure Patnitop emerges as a national benchmark for clean and sustainable hill station tourism.

Manav Utthan Sewa Samiti conducts Tree Plantation drive in Doda

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As part of the nationwide tree plantation campaign launched by the All India Manav Utthan Sewa Samiti under the inspiration of Sadgurudev Shri Satpal Ji Maharaj, the Samiti's Nilot Branch in Assar, Doda, organised a plantation drive at public places.

Branch President Master Kewal Singh said that members planted 21 saplings of shade-giving species, including Deodar, Saru and



Darang, and pledged to ensure their protection and proper care. He stressed that large-scale tree plantation is essential for maintaining ecological balance and protecting the environment.

The drive witnessed active participation from former Panch Ramesh Kumar and several volunteers, including Khem Raj, Chandra Singh, Rashpal Singh, Vijay Kumar, Ranjit Singh, Amrik Singh, Rajinder Singh, Thakur Das, Bir Bhagat, Soni Devi, Shagun Devi, Varsha Devi and others.

KVS Jammu Region Holds Rashtriya Ekta Parv at PM SHRI KV No 1 Jammu

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PM SHRI Kendriya Vidyalaya No. 1 Jammu on Monday hosted the two-day Regional Level KVS Rashtriya Ekta Parv 2026-27, bringing together over 200 students from across the Jammu Region to celebrate India's cultural diversity and promote national integration.

Deputy Commissioner, KVS Regional Office Jammu, Harshit Mishra, inaugurated the event in the presence of Assistant Commissioners Hari Singh and Islam Khan, along with principals, senior officials, and faculty members from the University of Jammu.

A total of 216 participants and 25 escorts from five KVS clusters of the Jammu Region participated in the



event. Students showcased their talent in folk dance, vocal and instrumental music, theatre, traditional storytelling, visual arts, artefact display, and quiz competitions.

Addressing the gathering, Harshit Mishra highlighted the significance of such programmes in strengthening the spirit of unity, fostering national integration, and encouraging appreciation of

India's rich cultural heritage among students.

The event is being organised under the guidance of Akash Gupta, Principal, PM SHRI Kendriya Vidyalaya No. 1 Jammu.

IEC Programme organised at GGHSS Bhaderwah

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An Information, Education and Communication (IEC) Programme under the Nasha Mukta Bharat Abhiyan (NMBA) was organised today at Government Girls Higher Secondary School, Bhaderwah by the Department of Social Welfare in collaboration with other line departments.

The event aimed at sensitising students to the harmful effects of substance abuse and motivating them to adopt a healthy, disciplined and drug-free lifestyle.

The programme witnessed the participation of representatives from the Departments of Education, Social Welfare, Health, JKNRML and Police. The teaching faculty and officials from the participating departments imparted de-



tailed awareness to the students regarding devastating consequences of substance abuse.

The programme concluded with the administration of the Nasha Mukta Bharat Pledge. The partici-

pants resolved to spread awareness against substance abuse within their communities.

World Breastfeeding Week observed at CHC Thathri with awareness programme

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The Community Health Centre (CHC) Thathri on Monday organised an awareness programme to mark World Breastfeeding Week (1-7 August).

The awareness programme was organised under the supervision of Block Medical Officer Dr. Shakeel Ahmed Kichloo and the overall guidance of Chief Medical Officer Dr. Vinod Sharma.

The healthcare staff hosted counselling sessions for pregnant and lactating mothers, highlighting the importance of early initiation of breastfeeding, exclusive breastfeeding for the first six months and continued breastfeeding along with appropriate complementary feeding. Participants were also sensitised about the health, nutritional and emotional benefits of breastfeeding for both



mothers and infants.

The programme witnessed active participation from pregnant women, lactating mothers and other female beneficiaries. They were encouraged to adopt

optimal infant and young child feeding practices for ensuring healthy growth and development.

Similar awareness activities are being conducted at different health institutions

of district Doda as part of the week-long observance, reaffirming the Health Department's commitment to promoting, protecting and supporting breastfeeding practices.

Masih Seva Dal meets DSP, SHO

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Today, the team of All India Masih Seva Dal met with the DSP ma'am, and they also met with the new SHO. The name of the SHO is Mr. Ratan Singh Rana. The DSP ma'am, Syed ishrat Sultana who was the in-charge SHO Peer Mitha here for two and a half months, has taken leave today, and the new Posting as SHO Peer Mitha, Mr. Ratan Singh Rana, has joined today.

On behalf of All India Masih Seva Dal, both were honored today. They were given a welcome and, in addition, we prayed for them on behalf of All India Masih



Seva Dal, for their long life and for them to do good work in the future. Also, in our All India Masih Seva

Dal team, there was Camres David Babbloo Babbloo the President of All India Masih Seva Dal, Feastus Sotra

Chairman All India Masih Seva Dal, Pastor Polas Gill Vice Chairman All India Masih Seva Dal.

GCW Parade organises 'Viksit Bharat Yuva Connect Programme'

JAMMU, AUGUST 03: Government College for Women Parade Ground, under the aegis of MY Bharat, successfully organised the Viksit Bharat Yuva Connect Programme on the theme "Nasha Mukta Yuva for Viksit Bharat" to inspire students to become active partners in nation-building by embracing a healthy, drug-free lifestyle.

The programme witnessed enthusiastic participation from students, NSS volunteers and faculty members, who actively engaged in the interactive discussions and awareness activities.

The programme commenced with the lighting of the ceremonial lamp, followed by a warm welcome address by Dr. Atiya Syed. She highlighted the significance of empowering youth through awareness, responsibility and active participa-



tion in the national mission of building a developed and drug-free India. Event proceeded with the singing of the National Song "Vande Mataram".

The event was graced by District Youth Officer Vivek Sharma. He encouraged students to register with MY Bharat and actively participate in youth-centric initiatives that promote leader-

ship, volunteerism and social responsibility.

The keynote sessions were delivered by the distinguished resource persons. Advocate Mridul Thaplu, a Youth Icon, sensitised students to the legal, social and psychological consequences of substance abuse while motivating them to become ambassadors of a drug-free society. Adarsh Sharma,

Youth Warrior and Regional Heartfulness Trainer, Heartfulness Institute, Leh-Ladakh, conducted an engaging and interactive session on mindfulness, emotional well-being and inner resilience, emphasising the importance of mental wellness in resisting addiction and leading a purposeful life.