

Anti- drug awareness programme held at Udhampur to mark 6th anniversary of NMBA

HIMALAYAN MAIL NEWS
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District Administration Udhampur, in collaboration with the Social Welfare Department and Department of Youth Services and Sports, today organized an awareness programme to mark the 6th Anniversary of the Nasha Mukh Bharat Abhiyan.

The event was held to sensitize students and the community members to the harmful effects of drug abuse and promote a healthy, drug-free society.

Additional District Development Commissioner Jugal Kishore was the chief guest, while commanding officer, BSF Sanjay Dobal and Chief Education Officer Sunil Kumar Khajuria were the guests of honour. District Social Welfare Officer Kanika Gupta presided over the programme.

Speaking on the occasion, the chief guest sensitized the students about the serious physical, psychological and social con-



sequences of drug abuse. He urged them to stay away from drugs, adopt a healthy lifestyle and play an active role in spreading awareness among their peers and within the community. The Nasha Mukh Bharat pledge was administered to the participants, who reaffirmed their commitment to stay-

ing away from drugs and contributing towards building a healthy and drug-free India.

A skit highlighting the devastating impact of drug abuse was also presented by the students, effectively conveying the message of prevention and awareness.

Later, the chief guest

gave away certificates to the participants and appreciated their active participation in the awareness programme. The programme was attended by more than 200 individuals including officials from Education, DYSSO, Social Welfare and students from different schools and colleges.

Itoo tours Chatroo; lays foundation stone for remodelling of GHSS, inaugurates NTPHC Inderwal

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Minister for Health & Medical Education, School Education, Higher Education and Social Welfare, Sakeena Itoo, today conducted an extensive tour of Sub-Division Chatroo in Kishtwar district, during which she inaugurated key development projects and reviewed the major infrastructure initiatives aimed at strengthening education and healthcare facilities in the area.

During the tour, Sakeena Itoo laid the foundation stone for remodelling of Government Higher Secondary School (GHSS) Chatroo, being executed at an estimated cost of ₹13.27 crore. The project is expected to give a significant boost to educational infrastructure and provide improved facilities to the students of the area.

The Minister also inaugurated NTPHC Inderwal and inspected the ongoing work on Government Degree College (GDC) Chatroo, for which she had sanctioned ₹10.62 crore.

Sakeena Itoo was accompanied by MLA Inderwal, Pyare Lal Sharma and ADDC Kishtwar,



Vinod Kumar Behal, along with other officers and officials.

During interaction with the public at TRC Chatroo, several issues concerning the upgradation of schools and strengthening of health infrastructure were brought to the notice of the Minister. She gave a patient hearing to the concerns and assured the people of every possible support for their early resolution.

The Minister also asked the MLA Inderwal to submit a consolidated list of the demands and issues raised by the public so that the same could be taken up for immediate redressal on a priority basis.

In a significant announcement, Sakeena Itoo stated that NTPHC Mughal Maidan would be upgraded to a PHC, while PHC Chatroo would be upgraded to a Sub-District Hospital. These measures are aimed at further strengthening the healthcare delivery system and ensuring improved medical facilities for the people closer to their homes.

At TRC Chatroo, Sakeena Itoo distributed motorized tricycles, wheelchairs, baby kits and baby blankets among beneficiaries. Under the “Beti Bachao Beti Padhao” initiative, she also distributed sports kits and school bags to various Government Schools and

handed over hearing aids to beneficiaries.

On the occasion, she also distributed appointment letters among the newly appointed Anganwadi Workers.

PO ICDS Kishtwar, Rishi Kumar Sharma; CEO KDA Kishtwar, Kaiser Bhawani; CAO Kishtwar, Kushal Chandel; CHO Kishtwar, Sajid Mustafa; CEO Kishtwar, Sanjay Dogra; CAHO Kishtwar; SDM Chatroo, Nayeem Ur Rehman; DSWO Kishtwar, Tariq Parvaiz Qazi; DIO Kishtwar/CDPO Inderwal, Dr. Kuldeep Kumar; Dy. SP Chatroo, Nitish Sharma besides other officers and concerned staff were present on the occasion.

Free Medical Camp organised in far-flung Jamia Gali Dhok in Block Mandi

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A free medical camp was today successfully organised at Dhok Jamia Gali in Block Mandi under the supervision of Chief Medical Officer Dr. Parvaiz Ahmed Khan and Block Medical Officer, Mandi Dr. Rayaz Jan.

Dhok Jamia Gali is a remote, far-flung hilly area that requires nearly 5-6 hours of travel on foot. Despite the challenging terrain, the dedicated medical team reached the location and provided essential healthcare services to the local population living in this underserved Dhok.

During the camp, a number of local people were screened for Non-Communicable Diseases (NCDs), anaemia and tuberculosis



(TB). They were also provided free medicines as per requirement. The medical team also imparted awareness about the prevention of water-borne and vector-borne diseases, besides general health tips on dis-

ease prevention and healthy lifestyle practices.

Speaking on the occasion, the CMO said that the Health Department is fully committed to provide doorstep healthcare facilities to the public in general,

with special focus on far-flung areas and Dhoks. He reiterated that continuous efforts will be made to ensure that no community remains deprived of basic medical services due to geographical barriers.

PM Vishwakarma Awareness-cum-Capacity Building Programme held in Baramulla

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A one-day PM Vishwakarma Awareness-cum-Capacity Building Programme on Branding and Marketing was organised today by the Br-MSME Development and Facilitation Office, Srinagar, in collaboration with the District Administration Baramulla at Dak Bungalow, Baramulla.

Additional District Development Commissioner (ADDC) Baramulla, Pranjal J. Hazarika, presided over the programme and, speaking on the occasion, emphasised the importance of capacity building, effective branding and modern marketing techniques for strengthening the businesses of traditional artisans and crafts-

men. The ADDC highlighted the growing importance of social media and digital platforms in promoting locally made products and encouraged PM Vishwakarma beneficiaries to use social media and e-



commerce platforms to showcase their products, connect with customers, build their brand identity and access wider markets.

Experts and resource persons from the Ministry of MSME and other concerned institutions also spoke on the occasion, providing practical guidance on branding, product pre-

sentation, packaging and marketing strategies, including the effective use of social media platforms for product promotion and customer outreach.

The capacity-building sessions also covered Udyam registration, QR code generation, e-commerce onboarding, credit facilitation and other

MSME support initiatives.

The programme aimed to enhance the knowledge, skills and business capabilities of PM Vishwakarma beneficiaries, enabling them to adopt modern branding and marketing practices and improve the visibility and market reach of their products.

BIS JKBO conducts DLO Sensitization Programme at Shopian

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The Bureau of Indian Standards (BIS), Jammu & Kashmir Branch Office (JKBO), in coordination with the Legal Metrology Department, Shopian, conducted a District Level Officers (DLO) Sensitization Programme at the Mini Secretariat, Shopian.

The programme was presided over by Additional District Development Commissioner (ADDC), Dr. Nasir Ahmad Lone. The programme aimed to sensitise government departments and other stakeholders about the role of BIS in ensuring the quality, safety and reliability of products used by consumers and government organisations, while promoting greater awareness and adoption of Indian Standards.

During the programme, Manish Kumar, Scientist-D/Joint Director, BIS, and Saqib Rahi, Scientist-C/Deputy Director, BIS, provided comprehensive insights into the activities and initiatives of BIS. The sessions covered an overview of BIS, Conformity Assessment, Mandatory and Voluntary Certification, Quality Control Orders (QCOs), Hallmarking, the BIS CARE App, and other important as-



pects of standardisation and quality assurance.

A key focus of the programme was on the procurement of products conforming to the relevant Indian Standards by government departments and public institutions. The importance of specifying applicable Indian Standards and ensuring conformity with prescribed quality requirements during procurement was discussed in detail. The participants were also sensitised about BIS Hallmarking and its role in assuring the purity and authenticity of precious metal articles. The discus-

sion highlighted the importance of purchasing hallmarking jewellery and the role of consumers and government stakeholders in promoting quality-conscious practices.

The ADDC appreciated the initiative of BIS and the Legal Metrology Department in creating awareness among government officials and stakeholders regarding quality standards and consumer protection.

Around 80 participants from various departments, including Health, Roads & Buildings (R&B), Education, Legal Metrology, Consumer Affairs, Tehsil

Offices and other government departments, actively participated in the programme.

The interactive sessions provided an opportunity for participants to raise queries and seek clarification on BIS certification, procurement requirements, hallmarking and applicable standards.

The programme concluded with an emphasis on strengthening coordination between BIS and government departments and promoting the use of quality-assured, standards-compliant products in public procurement and service delivery.

JKEDI Baramulla concludes RAMP Programmes, trains 310 candidates in Entrepreneurship

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Jammu and Kashmir Entrepreneurship Development Institute (JKEDI), Baramulla, successfully concluded two programmes, MDP XIII and MDP XIV, under the Raising and Accelerating MSME Performance (RAMP) initiative, with 50 candidates successfully completing the training.

During these programmes, participants were provided comprehensive, domain-specific knowledge aimed at strengthening their entrepreneurial capabilities.

The training was facilitated by Mohammad Rafiq Mir and Sheikh Nowshah as Trainers. The designated reviewer, Waseem Ahad, Project Manager, evaluated both programmes and in-



teracted with the participants. He encouraged them to utilise the knowledge and skills acquired during the training and translate their learnings into sustainable entrepreneurial ventures. With the successful completion of the two programmes, a total of 310 candidates have now been imparted training under

RAMP at Baramulla, contributing towards entrepreneurship promotion and strengthening the MSME ecosystem in the district.

While concluding the programmes, District Nodal Officer Imtiaz Ahmad Malla informed the candidates that JKEDI Baramulla will shortly commence the next batch

and assured that suitable references from the current batch would be considered for inclusion in the upcoming programme.

The initiative reflects JKEDI's continued efforts towards fostering entrepreneurship, enhancing skills and creating opportunities for aspiring entrepreneurs in the district.