

Swachhata Sankalp Campaign held in Bhandarwah

ADC flags off Rally, Calls for collective responsibility towards cleanliness

HIMALAYAN MAIL NEWS
JAMMU, AUG 25

A “Swachhata Sankalp” campaign was organised today in Bhandarwah under the aegis of the Directorate of Urban Local Bodies, Jammu, with the objective of strengthening awareness about cleanliness, sanitation, responsible waste management and environmental protection among the community.

The programme was graced by Additional Deputy Commissioner (ADC) Sunil Kumar Bhutyal, who flagged off the Swachhata Sankalp Rally in the presence of Executive Officer (EO) Ravi Saini, Principal, Boys Higher Secondary School Dr. Kailash Kumar, besides other officials, students and members of the local community.

The campaign witnessed enthusiastic participation in a series of activities, including a cleanliness drive, awareness programme, cleanliness pledge and rally. Students, officials and locals actively participated in the rally and spread the message of cleanliness, hygiene and responsible waste disposal across the



town. The dignitaries emphasised that cleanliness must be adopted as a continuous community responsibility rather than being confined to a one-day campaign. They stressed the need for proper waste disposal, protection of public spaces, environmental conservation and active participation of citizens in maintaining a clean, healthy and sustainable environment.

The organisers called upon citizens, particularly students and youth, to become ambassadors of cleanliness and encourage their families and communities to adopt good sanitation practices and contribute towards building a cleaner and greener Bhandarwah.

The training programme primarily focused on value addition of fruits and vegetables, with special emphasis on processing and post-harvest management to help farmers enhance the economic value of their produce. The participants were also sensitised about crop management and expansion, nursery development,

Women Farmers trained in Value Addition of Fruits & Vegetables at Bhandarwah

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The Department of Horticulture Doda organised a sensitisation, awareness and women farmers’ training programme at Bhandarwah under the Jammu & Kashmir Competitiveness Improvement Project (JKCIP).

The event focused on strengthening horticulture activities, promoting modern orchard management and enhancing income opportunities for farming communities.

The programme was attended by Member Legislative Assembly Bhandarwah Daleep Singh Parihar as the chief guest, while ADC Sunil Kumar Bhutyal was the guest of honour.

Chief Horticulture Officer R. N. Upadhyay, DLSMS Asif Bodha and Horticulture Development Officer (HDO) Rohan Kumar were also present.

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Agriculture Service Centres, solar fencing, entrepreneur-led orchard management and efficient water management. The HDO delivered awareness-based lectures on modern horticultural practices, while a technical session was also conducted at the workshop of MCC Bhandarwah, providing participants with practical knowledge related to processing and value addition.

A significant number of farmers, particularly women farmers, participated enthusiastically in the programme and interacted with the experts to gain knowledge about improved horticultural practices and livelihood-oriented opportunities.

The officials highlighted the need for farmers to adopt modern technologies, scientific orchard management and value-addition practices for improving productivity, reducing post-harvest losses and generating additional sources of income.

Former Corporators Meet DC, Raise Concerns Over Utilisation of SASCI Funds and Flood Compensation

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A deputation of former corporators met Deputy Commissioner Jammu, Dr. Rakesh Minhas, and raised concerns over the alleged misuse and irregularities in the utilisation of funds under the SASCI scheme meant for reconstruction of infrastructure damaged during the devastating floods of August 26, 2025.

The former corporators said that the unprecedented floods had caused extensive damage to public infrastructure and affected a large number of people. They recalled that Union Home Minister Amit Shah had visited Jammu and toured the



flood-affected areas following the disaster, raising hopes among the affected people regarding the reconstruction of damaged infrastructure and compensation for flood victims.

The deputation urged the Deputy Commissioner

to ensure that funds provided under the SASCI scheme for restoration and reconstruction of damaged infrastructure are utilised properly and that there is no misuse or misappropriation of public funds.

The former corporators

also pointed out that several flood-affected families were yet to receive compensation for the losses suffered during the disaster.

Deputy Commissioner Jammu, Dr. Rakesh Minhas, patiently heard the concerns raised by the deputation and assured them that the funds would not be misused or misappropriated. On the issue of compensation, the Deputy Commissioner informed the deputation that compensation had been provided to eligible victims having land ownership.

The deputation comprised Sham Lal Basson, Gourav Chopra, Inder Singh Sudan, Balbir Kumar, Amit Gupta, Rashpal Bhadwaj, Mohi-ud-Din and Anita Sharma.

Director Tourism Reviews Progress of Key Tourism Development Projects

JAMMU, AUG 25: Director Tourism Jammu, Dr. Vikas Gupta, JKAS, today chaired a meeting to review the progress of various ongoing tourism development projects aimed at strengthening tourism infrastructure, diversifying Jammu's tourism offerings and creating new and distinctive attractions for visitors.

The meeting commenced with a review of the physical and financial progress of major tourism projects, including the construction of an indoor swimming pool at Sidhra Golf Course, development of Aithem as an Adventure Tourism Hub, construction of a swimming pool at Jhajjar Kotli under SASCI, and construction of a Fun Park at Surinsar.

The Director Tourism reviewed the detailed status of the works and directed the Executive Engineer, R&B Division, Nagrota, to expedite execution and ensure timely completion of the projects.

Pending legal matters concerning the Nagrota Division were also reviewed, with directions issued to ensure prompt follow-up and compliance in all ongoing court cases.

Various electrical works and requirements related to the ongoing tourism projects were also reviewed with the concerned officers of the Electric Division, Jammu. Dr. Gupta emphasized the need for close coordination among all concerned departments to address issues promptly and ensure synchronized and time-bound execution of the works.

The Director Tourism stressed that all tourism development projects should be implemented with a strong focus on quality, sustainability, functionality and visitor convenience. He directed the concerned officers to maintain effective inter-departmental coordination, resolve

bottlenecks expeditiously and adhere strictly to the prescribed timelines.

As part of efforts to further strengthen Jammu's tourism infrastructure, the Director Tourism, accompanied by officers of the Department of Tourism and in coordination with the Director, Culture Jammu, also visited Kala Kendra Society, Jammu. During the joint site visit, a suitable location was explored for establishing the proposed Art and Heritage Gallery.

The meeting was attended by the Joint Director, Tourism, Jammu; Deputy Director, Tourism Planning; and other officers of the Department of Tourism, Jammu, besides the Superintending Engineer, R&B Jammu North; Executive Engineer, R&B Division, Nagrota; and concerned officers and officials from PWD (R&B), Jammu East, and the Electric Division, Jammu.

Pawan Rathore attends National Conference with States/UTs & I&PR Secretaries

NEW DELHI, AUGUST 25: Special Secretary, Information Department, Jammu & Kashmir, Pawan Singh Rathore, attended the National Conference with States/UTs and Information & Public Relations (I&PR) Secretaries convened by the Ministry of Information & Broadcasting, Government of India, at Vigyan Bhawan, New Delhi.

The conference brought together senior officers from the Centre and States/UTs to deliberate upon strengthening coordination in the fields of public broadcasting, media, film, creative industries, information dissemination and the emerging Media & Entertainment (M&E) ecosystem. The deliberations also focused on facilitating greater participation of States and UTs in national initiatives and ensuring that the benefits of the rapidly expanding creative economy reach talent and institutions across the country.

A comprehensive agenda covering 15 key areas was discussed during the conference. These included implementation of the “Right of Way (RoW)” mechanism for cable operators by State Governments, roadmap for WAVES 2027, strengthening

ing WAVES Bazaar and market access, expansion of public service broadcasting infrastructure, integration of the Indian Cine Hub (ICH)/Film Facilitation Office (FFO) portal, adoption of the single-window ICH portal for film shooting and live-event permissions, strengthening public service broadcasting through content co-production and State-specific programming, promotion of the live-events sector, capacity building of DIPR officers, transition to the digital framework under the Press and Registration of Periodicals (PRP) Act, 2023, strengthening libraries, promotion of low-cost cinema in rural and underserved areas, accessibility standards in cinema halls, operationalisation of the WAVES State Ecosystem and State partnership for the Create in India Challenge (CIC) – Season 2.

The conference highlighted the WAVES platform as an important national initiative for bringing together the creative industries, technology, startups, investors, creators and global industry leaders.

The proposed roadmap for WAVES 2027 envisages a wider and more diverse ecosystem comprising the CEO Roundtable, Creatosphere, WAVEX, WAVES Bazaar, Global Leaders’ Track, WAVES Cultural, Thought Leaders’ Track and Exhibition & Country Pavilions.

The Exhibition and Bharat Pavilion component is proposed to provide a global showcase of India’s media and entertainment capabilities, culture and creative industries, besides promoting India as a global filming destination. The initiative also seeks to facilitate high-value partnerships and deal-making while showcasing Indian intellectual property, innovation and immersive experiences.

The conference also reviewed the role of WAVEX as a start-up accelerator, aimed at providing a platform for media-tech startups and fostering stronger linkages between emerging entrepreneurs, investors, industry leaders and markets. The emphasis was on creating an enabling environment for innovation, entrepreneurship and employment within the Media & Entertainment sector.

A major area of discussion was strengthening public broadcasting through content and community reach. The conference highlighted initiatives such as WAVES OTT, MyWAVES and Gems of India, with emphasis on showcasing State/UT-specific content, culture, tourism, heritage and development stories. Greater participation of local creators, particularly through MyWAVES and the Gems of India initiative, was encouraged to bring district-level talent and unique local stories to wider audiences.

The States and UTs were encouraged to work closely with the Ministry for amplification of Government schemes, citizen services and public-awareness campaigns, while also facilitating dedicated showcases of local culture, tourism, heritage and developmental achievements through national media and broadcasting platforms.



The proposed State/UT Partnership for Create in India Challenge (CIC) – Season 2 was another important component of the conference. The initiative is aimed at identifying, nurturing, upskilling and showcasing India’s creative talent, particularly from Tier-II and Tier-III cities, and connecting such talent with industry and employment opportunities.

Under the proposed partnership framework, States/UTs have been advised to designate a State Nodal Officer (SPOC) for coordination, communication and facilitation of WAVES and CIC-related activities. States may also identify suitable spaces for WAVES State Centres/incubation centres and facilitate identification of promising startups, innovators, freelancers, developers and content creators.

The State partnership further envisages support for promotion and outreach, provision of venues, incubation and mentoring, grant/seed funding and market access. States may facilitate access to suitable venues such as stadiums, auditoriums, convention centres, educational institutions and skill-development centres for workshops, masterclasses, auditions and talent showcases.

The conference emphasised that State-level participation would be critical for taking these initiatives beyond major urban centres and creating a more inclusive creative ecosystem. States/UTs were encouraged to utilise their information and publicity machinery, including State DIPRs and other available media assets, for extensive outreach and promotion of CIC and WAVES-related activities.

The deliberations also covered strengthening the film ecosystem through the Indian Cine Hub, including adoption of the single-window mechanism for film shooting and live-event permissions.

The initiative is aimed at facilitating ease of doing business for filmmakers and event organisers and positioning States and UTs as attractive destinations for film production and creative activities.

The importance of promoting low-cost cinema in rural and underserved areas and ensuring implementation of accessibility standards in cinema halls was also underlined, with a view to making cinema and entertainment more inclusive and accessible to wider sections of society.

The conference further stressed the need for capacity building of DIPR officers through training facilities of the Indian Institute of Mass Communication (IIMC), enabling information departments to keep pace with emerging communication technologies, digital media platforms and evolving public communication practices.

Participating in the deliberations, Special Secretary Information Pawan Rathore represented Jammu & Kashmir’s perspective and engaged in discussions concerning greater State participation in the emerging national media, broadcasting and creative economy initiatives.

The participation provided an opportunity to explore avenues for strengthening Jammu & Kashmir’s presence on national platforms and creating enhanced opportunities for local creators, filmmakers, startups and media professionals.

The conference reaffirmed the importance of Centre-State collaboration in building a vibrant, technology-enabled and employment-oriented Media & Entertainment ecosystem, with States and UTs playing a crucial role in identifying local talent, facilitating infrastructure, promoting local stories and connecting creative talent with national and global markets.

The participation of the Information Department, Jammu & Kashmir, is expected to further strengthen institutional linkages with the Ministry of Information & Broadcasting and facilitate greater engagement of the Union Territory with initiatives such as WAVES, WAVES Bazaar, WAVEX, MyWAVES and Create in India Challenge, thereby providing a wider platform for Jammu & Kashmir’s rich cultural heritage, creative talent and emerging media ecosystem.

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