

Janmashtami celebrations marked by religious fervour, festive spirit at Narsingh Temple Ghagwal



HIMALAYAN MAIL NEWS
JAMMU, SEP 04

SAMBA, SEPTEMBER 04: Janmashtami was celebrated with immense religious fervour, devotion and festive enthusiasm at the historic Narsingh Temple Ghagwal, which witnessed a large influx of

devotees throughout the day.

Deputy Commissioner Samba Ayushi Sudan visited the temple on the auspicious occasion and participated in the celebrations. She also interacted with devotees, local artisans, women entrepreneurs and vendors, appreciating their contri-

bution towards preserving the region's traditional crafts and promoting local livelihoods.

The celebrations reflected a vibrant confluence of faith, heritage and community participation, with the temple premises and adjoining areas reverberating with devotional chants and festive energy.

The traditional fair added further colour to the occasion, featuring local handicrafts, indigenous products, traditional delicacies, toys and amusement rides that attracted families and visitors.

The District Administration Samba, in coordination with the Sub-Divisional Administration Ghagwal, made comprehensive arrangements for the smooth and orderly conduct of the festivities. Particular attention was accorded to crowd management, traffic regulation, sanitation, security, drinking water and other essential amenities for the convenience and safety of devotees.

The administration also facilitated the participation of local artisans, Self-Help Groups and small vendors, providing them an opportunity to showcase their products and strengthening the link between cultural traditions and local economic activity.

The vibrant Janmashtami celebrations at Ghagwal showcased the enduring spiritual and cultural significance of the Narsingh Temple and reinforced the spirit of faith, tradition, inclusivity and community harmony.

Krishna Janmashtami celebrated with religious fervour, devotion in Bholderwah

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Krishna Janmashtami was celebrated with religious fervour, devotion and traditional gaiety in Bholderwah, with devotees participating in the religious observances and a vibrant Nagar Prikrama to mark the auspicious birth of Lord Krishna.

The celebrations witnessed enthusiastic participation of devotees from different parts of Bholderwah. Additional Deputy Commissioner (ADC) Sunil Kumar Bhutyal along with ASP Vinod Kumar Sharma, SDPO Naveed Shokat Qazi, Tehsildar Kamalpreet Singh and Naib Tehsildar Parampreet Singh also joined the celebrations.

As part of the festivities, colourful Jhankis taken out from Kursari, Tapri, Mathola, Bholderwah, Saringal and Dalian, assembled at Seri Bazar. The participants subsequently took part in the Nagar Prikrama, passing through Ikhwan Chowk, Thadan Pull, Khakhhal Mohalla and Vasak Dhera, before culminating at Adarsh Vidya Bhavan School, where the programme concluded.



The district administration Doda and Sub-District Administration Bholderwah had put in place comprehensive arrangements for the smooth and peaceful conduct of the festival. Ade-

quate measures were ensured for security, uninterrupted power supply, drinking water, medical facilities, sanitation, cleanliness and vehicle parking, besides other essential public conveniences.

The celebrations concluded in an atmosphere of peace, devotion, communal harmony and brotherhood, with devotees coming together to celebrate the sacred occasion and seek the blessings of Lord Krishna.

Chief Secretary assesses framework of 'Draft J&K EV Policy 2026'

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Chief Secretary, Atal Dulloo, today called for a reliability-first and fiscally prudent approach to electric mobility in Jammu and Kashmir, with EV adoption to be scaled up with establishing adequate service readiness, winter performance and dependable charging infrastructure.

The Chief Secretary was chairing a meeting to review the comprehensive framework of the Draft Jammu and Kashmir Electric Vehicle (EV) Policy 2026, formulated by the Transport Department with support from the Centre for Innovation and Transformation in Governance (CITaG).

The meeting was attended by ACS, Power Development Department; ACS, Finance; Commissioner Secretary, FC&CA; Commissioner Secretary, Housing & Urban Development

Department; Commissioner Secretary, Law; Secretary, Transport; Commissioner, JMC/SMC, besides other concerned officers and subject experts from CITaG.

While speaking the Chief Secretary directed that implementation of the proposed policy should follow a strictly sequenced approach, beginning with service preparedness before expansion of charging corridors and wider market adoption.

He stressed that EV deployment in J&K must be in consonance with the Union Territory's distinct terrain, climatic conditions and sub-zero operating environments, particularly on difficult routes, so that infrastructure and vehicle performance are validated under actual field conditions before scaling up. On the fiscal framework, the Chief Secretary directed for ensuring that government support remains targeted towards strategic gaps and capacity



building of the concerned. He emphasised greater reliance on centrally sponsored interventions, including PM E-DRIVE, as the principal fiscal anchor for the transition.

The Chief Secretary further directed the Law Department to undertake the requisite legal vetting of the draft policy before its finalisation.

Regarding electrification of the government fleet, Dulloo directed that re-

MSME-DFO organises PM Vishwakarma awareness progm on Branding & Marketing for PMV Artisans at Rajouri

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The MSME-Development & Facilitation Office (MSME-DFO) Jammu, under the Ministry of Micro, Small & Medium Enterprises, Government of India, organised a PM Vishwakarma Awareness Programme on Branding & Marketing at Government Industrial Institute Rajouri.

The programme was organised with the objective of generating awareness among artisans and traditional craftspeople about branding and marketing of their products, Government support schemes, access to finance, skill development, entrepreneurship and emerging digital and artificial intelligence (AI) tools that can help them improve the quality, visibility and marketability of their products.

The programme commenced with a welcome address and a brief overview of the PM Vishwakarma programme by Assistant Director, MSME-DFO Jammu Vinu Jee Koul. He highlighted the importance of awareness and capacity building among artisans to enable them to effectively utilise the benefits available under the scheme.

Joint Director, MSME-DFO, Jammu Amit Kumar Tamaria elaborated upon the objectives of the programme and the role of the MSME sector in promoting entrepreneurship, employment generation and inclusive economic development. He encouraged artisans to make effective use of Government initiatives and available institutional support for expanding their businesses. General Manager, District Industries Centre (DIC), Rajouri Harpal Singh also addressed the participants



and apprised them of the support available to local artisans and entrepreneurs through the district-level industrial ecosystem.

The programme was formally inaugurated by the Chief Guest Deputy Commissioner Rajouri Abhishek Sharma, who appreciated the initiative of MSME-DFO Jammu for organising the awareness programme for artisans and traditional craftspeople of the district. He emphasised the importance of improving the branding, packaging and marketing of locally produced goods and encouraged artisans to take advantage of the government schemes and institutional support available for their economic empowerment.

During the technical sessions, HOD, Management Studies, BGSB University Gaurav Sehgal delivered a detailed session on Marketing and Branding. He sensitised the participants to the importance of developing a distinct brand identity, effective product presentation, customer engagement and modern marketing practices for enhancing the reach and competitiveness of artisan products.

I/C Functional Manager DIC Vivek Sharma apprised the participants about the schemes of the Department of Industries & Commerce, J&K and explained the sup-

port available to artisans and entrepreneurs through the department.

A dedicated session on the schemes of the Department of Handicrafts & Handloom, J&K was conducted by Assistant Director, Department of Handicrafts & Handloom Propkar Singh.

The participants were informed about the initiatives and assistance available for the promotion and development of handicrafts and handloom activities. Faculty, JKEDI Rajouri Hilal Ahmad Rather delivered a session on the role of JKEDI in skill development and entrepreneurship, highlighting opportunities for capacity building, entrepreneurial development and self-employment. A special presentation on AI Tools for Artisans was delivered by Team Lead, Jammu PMVK SLPMU Kanav Kapahi and Consultant, PMVK SLPMU Ajay Pal Singh. The session introduced participants to the potential use of Artificial Intelligence and digital tools for areas such as product presentation, marketing, content creation and promotion of artisan products in contemporary markets.

The participants were also apprised of financial assistance and credit facilities provided by banks by Lead District Manager, Rajouri Ravinder Singh Na-

gra. The session focused on improving awareness regarding institutional credit and financial support available to artisans and entrepreneurs. Senior Manager (IPPB), Rajouri/Poonch Anil Mathur conducted a session on India Post Payments Bank (IPPB) and QR Code generation. As part of the session, 25 QR Codes were generated for the participating beneficiaries, enabling them to adopt digital payment facilities and strengthen their access to cashless transactions.

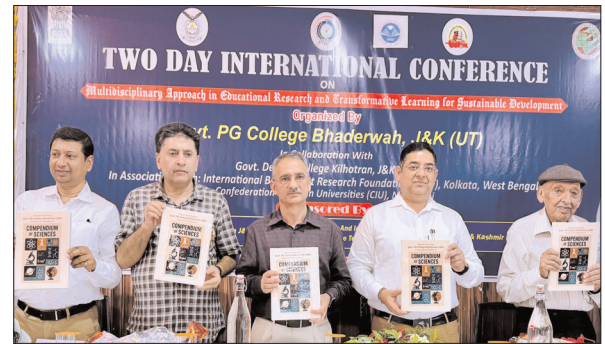
In particular, 45 queries related to toolkits raised by the participants were addressed and resolved by the PM Vishwakarma Programme Management Unit (PMU) team during the interaction session. The initiative provided immediate assistance to beneficiaries and helped resolve their concerns relating to the PM Vishwakarma toolkit component.

An interactive Question & Answer Session was subsequently held, during which participants raised queries regarding branding and marketing. Government schemes, financial assistance, digital payments, entrepreneurship and other issues related to the development and promotion of their traditional trades and businesses. The queries were addressed by the concerned speakers and officials.

Landmark 2-day Int'l Conference on Sustainable Development concludes at GDC Bholderwah

BHADERWAH, SEPTEMBER 04: Government Degree (PG) College Bholderwah, in collaboration with Government Degree College Kilhotran, today concluded a two-day International Conference on "Multidisciplinary Approach in Educational Research and Transformative Learning for Sustainable Development".

Organised in collaboration with GDC Kilhotran and in association with the International Benevolent Research Foundation (IBRF), Kolkata and the Confederation of Indian Universities (CIU), New Delhi, the conference was sponsored by the Department of Higher Education, UT of J&K, along with the J&K Science, Technology & Innovation Council (JK-



STIC). The landmark event marked the first offline international conference of such magnitude hosted in the mountainous district of Doda.

Aligned with the vision of the National Education Policy (NEP) 2020 and the United Nations Sustainable Development Goals (SDGs), the conference brought together international experts, researchers, academicians and policy-

makers to deliberate on emerging challenges and explore actionable solutions in areas including climate resilience, biodiversity conservation, green chemistry, sustainable development and socio-economic transformation.

The conference commenced with a welcome address by Principal GDC Bholderwah Prof. Basharat Iqbal.

The inaugural session

featured addresses by Principal GDC Kilhotran Prof. Anita Jamwal, Executive Secretary CIU New Delhi Dr. Tanmoy Rudra, Chairman SERI Kolkata Dr. Tridib Bandopadhyay, Special Guest Lt. Col. Susama Masanta and Chief Guest Prof. Zaheer Abass Hashmi.

The inaugural ceremony also witnessed the official unveiling of the college magazine "Shaheen" and the Conference Abstract Book.

Over the two days, the conference featured plenary and keynote addresses by eminent international speakers, including Dr. Saikat Kumar Basu, University of Lethbridge, Canada and Dr. Binay Kumar Chakraborty, Bangladesh.