

District admin Udhampur launches Swachhata Hi Seva Campaign

HIMALAYAN MAIL NEWS
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With the aim of generating awareness among the public about cleanliness, sanitation and environmental protection, the district administration Udhampur today launched the Swachhata Hi Seva fortnight-long campaign across the district.

The campaign was launched by Deputy Commissioner Minga Sherpa and attended by Additional Deputy Commissioner Prem Singh; Chief Planning Officer Uttam Singh; Assistant Commissioner Revenue Dr Umesh Shan; Assistant Commissioner Panchayat Dr Ashwani Hansa and other district officers.

At the outset, the ACP delivered a detailed PowerPoint presentation on



the campaign, outlining awareness activities to be conducted across the district during the fortnight to promote cleanliness, sanitation and environment conservation.

As part of the launch, the district administration organised a pledge-taking ceremony at the District Headquarters, wherein Deputy Commissioner Minga Sherpa adminis-

tered the cleanliness pledge to the officers and officials. He encouraged all participants to reaffirm their commitment towards keeping Udhampur clean, green and environmentally sustainable through active participation and collective efforts.

The DC called upon the people to join hands with the District Administration and actively partici-

pate in the mega 'Swachhata Hi Seva' campaign. He urged the public to adopt environmentally responsible practices, particularly by reducing the use of plastic and opting for eco-friendly alternatives such as jute and cloth bags in their daily lives.

Later, the DC distributed PPE Kits, T-shirts and Caps among the Safaimitras.

DLSA Holds Awareness Programme on Juvenile Justice Act at DPS Jammu

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The District Legal Services Authority (DLSA) Jammu organised an awareness programme on the Juvenile Justice (Care and Protection of Children) Act, 2015, at Delhi Public School (DPS) Jammu, focusing on child protection, legal safeguards and the role of teachers in ensuring the welfare of children.

The programme was held under the guidance of Principal District & Sessions Judge and Chairman, DLSA Jammu, Tahir Khurshid Raina, and the supervision of Civil Judge (Senior Division) and Secretary, DLSA Jammu, Maleeka



Sharma.

Addressing the gathering, Maleeka Sharma highlighted the responsibility of teachers as the first responders in identifying signs of child abuse, neglect, exploitation and distress. She explained the two categories under the Act—Child-

ren in Conflict with Law (CCL) and Children in Need of Care and Protection (CNCP)—and outlined the respective roles of the Juvenile Justice Board (JJB) and Child Welfare Committee (CWC).

She also elaborated on the classification of of-

fences as petty, serious and heinous, along with the preliminary assessment provision under Section 15 for children aged 16–18 years accused of heinous offences. She emphasised that such assessment is exceptional and subject to safeguards.

J&K Bank holds interactive meet with Katra Chamber

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Today an interactive meeting of the office bearers and members of the Chamber of Tourism Trade and Industry Katra (CTTIK) was held with a senior delegation of J&K Bank led by zonal head Udhampur, Sh. Arjun Singh Rathore accompanied by cluster manager Sh. Amit Balgotra and branch manager Sh. Samresh Salgotra.

At the outset CTTIK president Raj Kumar Padha along with the office bearers and members warmly welcomed the J&K Bank delegation and honoured the visiting officials with traditional Mata Ki Chunaries.

The meeting provided an important platform for an open and constructive interaction between the hospitality and business community of Katra and the senior representatives of J&K Bank. A healthy and detailed discussion was held on various financial and banking-related issues being faced by hotels, guest houses and other tourism-related businesses.

During the interaction, CTTIK members raised several important concerns, including takeover of existing term loans, digital transactions, availability and functioning of ATM machines, mission yuva scheme, working capital requirements and



access to various financial products. Members also shared practical difficulties being faced by businesses due to the seasonal nature of pilgrimage tourism and fluctuations in business activity.

On the occasion CTTIK president Raj Kumar Padha congratulated Sh. Arjun Singh Rathore on recently assuming the charge of zonal head Udhampur and appreciated the continued support extended by J&K Bank to the tourism and hospitality sector of Katra.

On behalf of CTTIK several suggestions were also placed before the J&K Bank delegation for strengthening financial support to the hospitality ecosystem of the town. These included consideration of an additional 15% credit facility on existing term loans and working capital limits to help businesses tide over temporary downturns; a flexible repayment structure with lower EMIs during lean months and higher repayments during peak pilgrimage seasons; soft

loans at comparatively reduced interest rates for prospective customers; an overdraft-type facility for better-rated and regular accounts to meet day-to-day cash-flow requirements and pre-approved renovation credit with low processing fees to enable hotels and guest houses to upgrade their infrastructure ahead of forthcoming pilgrimage seasons.

CTTIK emphasized that Katra's hospitality industry operates in a highly seasonal environment and therefore requires banking products that are responsive to its unique cash-flow cycles. The Chamber stated that enhanced and flexible financial support would help businesses maintain continuity, undertake necessary renovations, protect employment and contribute more effectively to the growth of tourism in Katra.

Sh. Arjun Singh Rathore took the suggestions put forward by CTTIK very positively and assured the Chamber that the issues raised during the interac-

tion would be examined seriously. He further assured that efforts would be made to provide suitable solutions to each of the issues discussed and that J&K Bank would continue to extend its support and cooperation to the hospitality and business community of Katra.

The meeting concluded on a positive and constructive note, with both sides expressing their commitment to maintaining regular dialogue and strengthening the partnership between the banking sector and Katra's tourism and hospitality industry.

Those present on the occasion included Rajnish Purohit general secretary, Ramnik Sharma treasurer, Atul Sharma secretary, Karan Vaid secretary, executive members Rattan Sharma, Neelam Singh and Vishal Kapoor. Karnail Singh, Ashish Sharma, Amit Gandotra, Pritam Pujari, Arun Pujari, Anur Sharma and other members of CTTIK also participated in the interactive meet.

JMC launches 'Swachhata Hi Seva 2026' at PSPS GCW Gandhi Nagar; Commissioner unveils Fortnight-Long Action Plan

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The Jammu Municipal Corporation (JMC) today launched the 'Swachhata Hi Seva (SHS) 2026' campaign here from Padma Shri Padma Sachdev Government College for Women (PSPS GCW), Gandhi Nagar, Jammu, ushering in a fortnight of intensified cleanliness drives, citizen participation and awareness activities across the city.

Being organised under the national theme "Swachhata Mein Sahbhag, Swachh Bharat, Viksit Bharat" and the local call to action "Collective Action for Visible Impact," the campaign would continue till October 2, Swachh Bharat Diwas, with a focus on community participation, behavioural change and visible improvement of public spaces.

The campaign was formally inaugurated by Commissioner JMC Dr. Devansh Yadav with the lighting of the ceremonial lamp in the presence of the College Principal Prof. (Dr.) Kulvinder Kour, Joint Commissioner (Health & Sanitation), Health Officer, senior sanitation officers, faculty members and a large gathering of students.

The inaugural programme featured a blend of awareness, technical and cultural activities designed



to sensitise and engage young citizens in urban cleanliness. A documentary showcasing JMC's solid waste management initiatives and field operations across Jammu city was screened, followed by a technical presentation on the key provisions of the Solid Waste Management Rules, 2026, with emphasis on four-way source segregation at household and institutional levels.

Students further conveyed the message of cleanliness and civic responsibility through a Nukkad Natak highlighting behavioural change, responsible waste disposal and the importance of litter-free surroundings. A thematic dance performance focusing on ecological harmony and civic responsibility also formed part of the programme.

A major highlight of the

event was the unveiling of the Swachhata Hi Seva 2026 Activity Calendar by Dr. Devansh Yadav. The calendar outlines a series of targeted interventions and citizen-centric activities to be undertaken across Jammu during the fortnight.

As part of the campaign, JMC will undertake focused interventions for the transformation and beautification of identified Cleanliness Target Units (CTUs) and Garbage Vulnerable Points (GVPs). The campaign will also include cleanliness drives at public places, Sports for Swachhata activities incorporating zero-waste practices, post-event clean-up drives, dedicated SafaiMitra Suraksha Camps, and special sanitation initiatives at heritage and pilgrimage sites in connection with World

Tourism Day on September 27.

Addressing the gathering, Dr. Devansh Yadav appreciated the college administration and students for their enthusiastic participation and stressed that sustainable improvements in urban cleanliness can be achieved only through collective responsibility, behavioural change and sustained public participation.

He called upon citizens, particularly the youth, to become active partners in JMC's cleanliness initiatives by practising responsible waste management, ensuring proper source segregation and refraining from littering. He urged the students to become "Ambassadors of Cleanliness", take ownership of their surroundings and inspire others to adopt responsible civic practices.

Ozone Pharmaceuticals launches "OZONE SHIELD" first-of-its-kind initiative to safeguard Doctors

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Ozone Pharmaceuticals Ltd. today launched 'Ozone SHIELD', a first initiative of its kind by any Indian pharmaceutical company for the welfare and safety of doctors, at a special event. This initiative is taken in response to the growing instances of violence, harassment and baseless legal suits against doctors. Ozone Shield provides security assistance, legal assistance and emotional wellbeing support to doctors in case they get caught in such an untoward scenario. The initiative was formally launched by Dr. Kiran Bedi (IPS), former Lieutenant Governor of Puducherry, who was also the Chief Guest of the event.

The need is well documented. A nationwide survey this year by experts from AIIMS, Safdarjung Hospital and VMMC, covering over 1,500 healthcare workers, found 78.4

percent had faced threats on duty, and 58.2 percent didn't feel safe at work. It's this gap Ozone SHIELD is built to close. It has also been established that in majority of the legal cases, the doctors are eventually declared 'not guilty' by the honourable courts.

"The pharma industry and doctors stand together as one team serving society. When doctors face mindless violence or unnecessary legal harassment, protecting them becomes our duty. Protecting the Protectors is the sole purpose of Ozone SHIELD, because a doctor under threat or trauma is a loss the entire society bears. We consider it as our responsibility and commitment to give back something to the medical fraternity for all that they do for us," said Subash Sehgal, Founder and Managing Director, Ozone Pharmaceuticals Ltd. Speaking about the Initiative Dr. Kiran Bedi, said "Ozone SHIELD stands as a testament to true leadership



by safeguarding the legal and social rights of the doctors who dedicate their lives to protecting others. Through visionary awareness workshops led by Mr. Sehgal, this initiative empowers the medical fraternity with knowledge, confidence, and strong support."

The idea, Sehgal says, comes from three decades of working closely with doctors, and watching a profession once given unquestioned respect, increasingly coming under attack, threats and harassment.

Conceptualised by him, Ozone SHIELD is a Security-Legal-Advisory system offering personal security support during threats or manhandling, legal assistance for medico-legal matters, and emotional wellbeing support through counselling. Ozone's field teams, already present nationwide, are introducing OZONE SHIELD to doctors directly, starting with gynaecologists before expanding to

other specialities.

Doctors can also register themselves through the SHIELD WhatsApp Chatbot, a short form covering name, speciality, city and their Ozone network, after which the local team reaches out. "Doctors make enormous sacrifices and their role in the building of a nation is no less than that of a soldier."

Therefore, we look at it as our duty to partner with the system to stand by them," said Anil Kothiyal, CEO, Ozone Pharmaceuticals Ltd. OZONE SHIELD is also a reminder to the society of the need to respect the medical profession. That is why, under Ozone Shield, a lot more conversations and dissemination of information shall happen to make the people aware of the extraordinary, heroic efforts made by doctors. Sehgal articulates the final goal of this initiative quite interestingly, when he says that he has launched an initiative that he hopes no one has to ever use!