

Itoo chairs 31st JKWDC Board meeting; calls for efficiency, transparency to empower women entrepreneurs

HIMALAYAN MAIL NEWS
JAMMU, OCT 12

Minister for Social Welfare, Education, Health and Medical Education, Sakeena Itoo, chaired the 31st meeting of Board of Directors of the Jammu & Kashmir Womens' Development Corporation (JKWDC) Limited at SKICC, today.

The meeting was attended by Secretary, Social Welfare Dr. Doifode Sagar Dattatray; Managing Director JKWDC, Purnima Mittal representatives of Planning & Finance Departments, J&K and Apex Corporations from New Delhi.

During the meeting, the Board deliberated upon various important administrative, financial and policy matters concerning the functioning of the Corporation and took several key decisions.

Speaking during the meeting, the Minister emphasised the need for the Corporation to function with greater efficiency, transparency and responsiveness. She advocated a focused approach towards ensuring that the intended benefits of welfare and development schemes reach the eligible Women beneficiaries in a timely manner.

Sakeena Itoo called for strengthening the institutional mechanisms, streamlining procedures and improving coordination among the concerned stakeholders to facilitate easier access to financial assistance, self-employment opportunities and other support measures for the Women entrepreneurs. "Welfare interventions should translate into tangible improvements in the socio-economic conditions of beneficiaries, particularly through initiatives that encourage



entrepreneurship, sustainable livelihoods and economic self-reliance", maintained the Minister. The Minister directed the Corporation to maintain close engagement with the beneficiaries and community representatives, identify emerging requirements and take necessary measures to address genuine concerns within the prescribed framework. Sakeena Itoo appreciated the efforts of the Corporation and stressed upon all concerned officers to ensure transparency, accountability,

efficiency and timely implementation of the decisions taken by the Board in the larger public interest. During the meeting, the Board directed the Corporation to intensify and expedite the recovery of outstanding loans, particularly long-pending dues and adopt all permissible measures for effective follow-up and timely recovery. She enquired about the establishment of online system for recovery and disbursement of various schemes. The Board further approved the Budget Estimates for the financial

year 2026-27, covering the revenue and capital requirements of the Corporation and providing for effective implementation of its developmental and welfare-oriented programmes. Also, financial statements for the year 2024-25 were approved by the Board which shall be sent for Audit. The Board emphasized the need for greater financial discipline, improved recovery of outstanding loans, timely implementation of approved programmes and effective delivery of benefits to eligible Women entrepreneurs.

Mamta Yadav assumes charge as Director Information

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Mamta Yadav, IAS today assumed the charge as Director Information, Jammu and Kashmir, and held an introductory interaction with officers and officials of the Directorate of Information and Public Relations (DIPR).

During the interaction, the Director underscored the pivotal role of the Information Department in ensuring effective communication between the Government and the public, emphasizing the need for transparency, accuracy, timeliness and wider outreach in the dissemination of information relating to government policies, developmental initiatives and public welfare programmes.



Emphasising the importance of adapting to the evolving media landscape, the Director called for greater utilization of digital platforms and modern communication tools to strengthen the Department's outreach and enhance public engagement. Joint Director Information (Headquarters), Dr. Zahoor Ahmad Raina; Deputy Director Information (PR&AV), Javid Ahmad Rather; besides other

senior officers and officials of DIPR, were present on the occasion. Later, the Director also inspected various sections of the department and took detailed assessment of their functioning.

District Mentor reviews digitization of Land Records in Rajouri

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District Mentor land record digitization for Rajouri, Rajesh Kumar Shavan today presided over a camp at Village Patrara, Tehsil Sunderbani and interacted with local landholders to review the progress of digitization and upgradation of revenue records.

Officers from the local administration including the Additional Deputy Commissioner, the Tehsildar along with the Naib Tehsildars (NTs) and Patwaris were also present at the camp.

During the camp, the Jamabandi was read out before the landholders to facilitate verification of land records and enable them to point out any discrepancies, if noticed. Detailed discussions were also held on the status of digitization of revenue records, the inventory of available records and the progress



made in scanning, preservation and digital updation of land records.

The revenue officers and officials apprised the District Mentor of various issues and challenges being encountered in the digitiza-

tion process and disposal of revenue cases. He took note of the issues raised, clarified their doubts and provided necessary guidance to ensure the smooth and timely completion of the digitization process.

The District Mentor directed the revenue officers and officials to promptly address grievances related to mutation cases and ensure their disposal in a transparent, efficient and time-bound manner, thereby facilitating timely delivery of services to the public.

Emphasizing the importance of maintaining an updated inventory of revenue records, he instructed the concerned officers to ensure that the digitization process is completed within the stipulated timeframe. He further stressed that all bottlenecks affecting the digitization and upgradation of records must be identified and resolved promptly.

He also emphasized the need for close monitoring of progress at the Tehsil level and directed the officers to submit regular progress reports regarding digitization, pending mutations and mutation-related grievances for effective review and follow-up.

JDA reviews progress of seed distribution

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Joint Director Agriculture (SLUB/Farms), Jammu Aman Jyoti Sharma today chaired a meeting with district officers and field functionaries to assess the progress of seed distribution, recovery and reconciliation, along with activities related to mushroom cultivation, apiculture and spawn production.

The meeting was attended by District Agriculture Officers, Area Development Officers, Assistant Entomologist, Seed Analyst Jammu, Divisional Seed Certification Officer, Jammu, Assistant Botanist, Mushroom Development Officers, Apiculture Development Officers, Spawn Production Officers, Farm Managers of Chinore and Chakroi and other concerned officers and officials.

The meeting held detailed deliberations on the settlement of pending seed recoveries pertaining to previous seasons, submission of treasury challans and revenue realisation statements and reconciliation of amounts



deposited in the official account.

The meeting also reviewed bills under the Aatmanirbharta in Pulses programme, the list of farmers covered under the Seed Village Programme and details of farmers who received seed minikits.

Special emphasis was laid on the timely submission of pending reconciliation statements, along with details of the total quantity of seed distributed under various schemes, duly authenticated by the concerned Chief Agriculture Officer, District Agriculture Officer and Store Officer.

The meeting also reviewed the progress of mushroom cultivation, including district-wise details of mushroom growers, units established under departmental interventions and various schemes, including the HADP and the PMFME scheme. Under the apiculture sector, the review covered the registration of new beekeepers on the Madhukranti Portal, implementation of projects under HADP, JKICP and NBHM, assessment of losses caused by Small Hive Beetle, honey production, FSSAI licensing and production and revenue performance.

DIPR Jammu organises Nukkad Natak at Bus Stand to spread anti-drug awareness

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The Cultural Unit of the Department of Information and Public Relations (DIPR) Jammu today organized a Nukkad Natak here at Bus Stand with the objective of creating awareness among the young generation about the harmful effects of drug abuse and motivating them to lead a healthy and drug-free life.

The central message of the Nukkad Natak was: "Say Yes to Life and No to Drugs."

Through an impactful Nukkad Natak, the artists highlighted the grave social, physical and psychological consequences of substance



abuse. The performance effectively conveyed the message of prevention and encouraged youth to make informed choices and remain vigilant against the menace of drugs.

The presentation by the artists encouraged the public

to stay away from drugs and actively participate in spreading awareness in society.

The programme witnessed the attention and appreciation of commuters, passengers and members of the public present at the venue, who lauded the initiative for

addressing a critical social issue through an engaging medium of communication.

The event was conducted under the supervision of Cultural Officer Rajinder Kumar Digma and under the direction of Joint Director DIPR Jammu Deepak Dubey.

Mission Shakti champions aspirations of girl child through creative expression

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In a compelling confluence of creativity, consciousness and collective responsibility, Mission Shakti Jammu on Monday organised a variety of activities here at Government Girls Higher Secondary School Akhnoor to commemorate the International Day of the Girl Child.

A striking highlight of the programme was a thought-provoking skit presented by students on the Beti Bachao Beti Padhao (BBBP) initiative. Through expressive perfor-

mances and a powerful social message, the students brought into sharp focus the importance of safeguarding the girl child, promoting her education and challenging discriminatory mindsets that impede her progress. Their presentation transformed a social message into an engaging theatrical experience, resonating with the larger vision of gender parity and inclusive development.

The programme was further enriched by a slogan-writing competition, which provided students with an expressive canvas to articulate their perspectives on girls' rights, educational empowerment and gen-



der equality. Through crisp, compelling and socially resonant slogans, the participants demonstrated that young voices possess the power to question regressive conventions and inspire meaningful societal change.

The celebration culminated in a renewed collective resolve to nurture a culture in which every girl is valued not merely as a beneficiary of welfare initiatives but as an equal stakeholder in the nation's social, intellectual and developmental progress.

Principal of the institution Harjeet Singh lent institutional impetus to the initiative, em-

phasising the pivotal role of education in dismantling gender-based prejudices and nurturing confident, informed and socially conscious young women.

District Mission Coordinator Mission Shakti Shagun Manchanda highlighted the significance of sustained community engagement and youth participation in advancing the cause of the girl child. She underscored that empowering girls necessitates more than symbolic recognition; it demands equitable opportunities, an enabling environment and an unwavering societal commitment to their rights, aspirations and holistic development.