

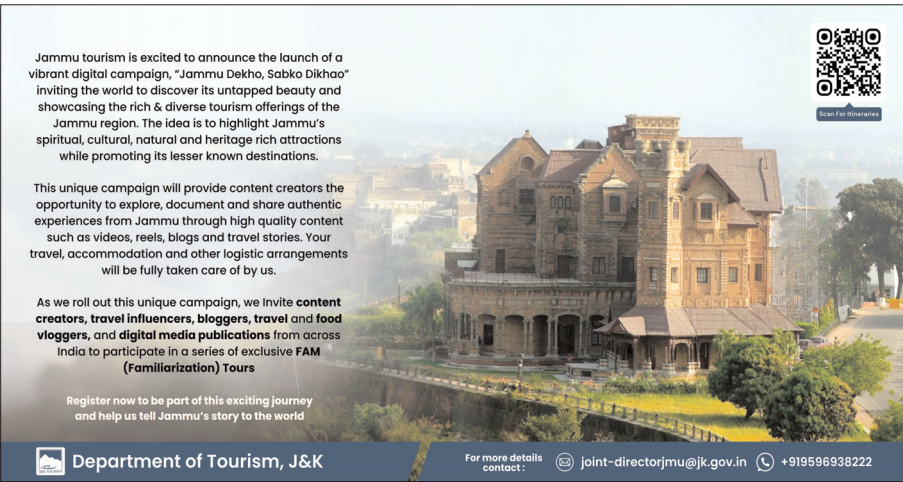
Tourism launches Vibrant Digital Campaign ‘Jammu Dekho, Sabko Dikhao’ to promote region’s hidden Gems

HIMALAYAN MAIL NEWS
JAMMU, AUG 08

In an ambitious move to spotlight the diverse and captivating beauty of the Jammu region, Jammu Tourism has launched a new digital campaign titled “Jammu Dekho, Sabko Dikhao”, aimed at showcasing the spiritual, cultural, natural, and heritage wealth of the region.

This unique campaign invites content creators, travel influencers, bloggers, vloggers, and digital media houses from across the country to explore and share Jammu’s untapped destinations. The initiative seeks to bring to light the lesser-known treasures of the region, beyond the popular religious and historical circuits.

Participants will be offered exclusive Familiar-



ization (FAM) Tours, with all travel, accommodation, and logistical arrangements fully managed by the Tourism Department. Through high-quality videos, reels, blogs, and travel stories, these digital storytellers will help project Jammu as a vibrant tourist destination on national and international

platforms. A spokesperson from Jammu Tourism stated, “This campaign is about giving creators a platform to capture the soul of Jammu and tell its story authentically. From serene landscapes to rich traditions and local flavors—Jammu is ready to be discovered anew.”

Registrations are now open, and the department urges digital creators passionate about travel, culture, and storytelling to be part of this exciting journey.

For more details and to register, visit the official Jammu Tourism website or follow their social media handles.

Kavinder attends last rites of War Hero Chhering Motup at Likir

LEH, AUG 08: The Hon’ble Lieutenant Governor of Ladakh, Shri Kavinder Gupta, today attended the funeral of late Chhering Motup, an Ashok Chakra awardee, at Likir village in Leh.

The Lt Governor laid a wreath on the mortal remains of late Naib Subedar Chhering Motup, observed silence and paid last tributes as the latter’s funeral took place with full state honours.

He also met with the bereaved family members and relatives of late Chhering Motup and offered his condolences and expressed his grief, stating that Ladakh has lost a son of the soil who cannot be replaced for years to come.

Chhering Motup, from the Khachepa family of Likir village, passed away on Sunday at 80. He joined



the Ladakh Scouts in 1965 and was awarded the Ashok Chakra- India’s highest peacetime gallantry award- in 1985 for his extraordinary courage during a mission on the Saltoro Ridge in Siachen.

His late son, Tsewang Morup, was a Vir Chakra awardee.

Chairman/CEC, LAHDC Leh, Adv Tashi Gyalson; GOC 14 Corps, Lt Gen Hitesh Bhalla; Chief Secretary, Dr Pawan Kotwal,

IAS; DGP Ladakh, Dr SD Singh Jamwal, IPS; SSP Leh, Shruti Arora; Army personnel, district officials and a large number of villagers from Likir and adjoining areas were present at the funeral.

CS reviews crop insurance coverage under PMFBY

SRINAGAR, AUGUST 8: Chief Secretary, Atal Dulloo, today chaired a crucial meeting to review progress on the Pradhan Mantri Fasal Bima Yojana (PMFBY).

The PMFBY, which now covers all 20 districts in the UT, provides insurance to the farmers for notified crops such as paddy, maize and oilseeds.

The meeting focused on accelerating the enrolment of farmers, especially Kisan Credit Card (KCC) holders, to improve the scheme’s overall saturation.

Besides the Principal Secretary, APD the meeting was attended by Director, Agriculture, Kash-

mir/Jammu; Convenor, UTLBC; Representatives from NABARD and other banks working here.

During the meeting, the Chief Secretary expressed his concern over the current enrolment status, noting that the UT-wide saturation rate stands at just over 18% leaving a gap of around 5 lakh eligible customers across the districts of J&K.

He issued strict directions to all the banks to take immediate steps to cover the eligible KCC customers under PMFBY. To ensure accountability and progress, the Convenor of the UTLBC had been instructed to submit daily reports on coverage until the

enrolment window closes on August 31, 2025.

Principal Secretary, Agriculture Production Department (APD), Shailendra Kumar, highlighted the need to focus on districts with significant cultivable area but low insurance coverage.

The Principal Secretary also emphasized the importance of public awareness, urging all the banks to inform farmers about the PMFBY scheme guidelines, particularly the critical 72-hour window for making a crop loss claim.

It was given out by the Director, Agriculture Kashmir in his presentation that the PMFBY was first adopted in J&K on

March 31, 2016, and in the first phase of its implementation only 10 districts were covered.

In the next phase (Kharif 2021) this scheme was expanded to four more districts of Jammu, Samba, Udhampur, and Anantnag and later on expanded its ambit to all the remaining 16 districts during phase 3rd (Kharif 2023).

It was further divulged that the scheme had made significant progress from 2017 - Rabi 2024. The cumulative figures up to Rabi 2024 includes coverage of 943,042 farmers benefitting 278,355 out of them by disbursing a claim amount of Rs161.06 Cr in their favour.

SKUAST-K organizes Viksit Bharat Yuva Connect, Nasha Mukht Bharat Abhiyan

SRINAGAR, AUGUST 8: Sher-e-Kashmir University of Agricultural Sciences & Technology of Kashmir organized Viksit Bharat Yuva Connect and Nasha Mukht Bharat Abhiyan Programme.

The programme was organised as pre-event of Viksit Bharat Yuva Connect Programme that will be launched by the Prime Minister of India on 12th August 2025 across the country.

The programme was chaired by Additional Chief Secretary Higher Education, Shantmanu.

The programme was attended by Professor Nazir Ahmad Ganai, Vice-Chancellor SKUAST-Kashmir along with Director Education SKUAST-K, Direc-



tor Extension SKUAST-K, Deans of various Faculties/Colleges, Officers of the university, SWOs and students from various Colleges of the University.

During the Yuva Samvad programme, the students debated on various topics of Youth Connect for policy making.

Shantmanu, Additional Chief Secretary Higher Education, initiated the

process of taking a pledge as a precursor of Viksit Bharat Yuva Connect Programme. He gave an overview of different steps that need to be undertaken for becoming a developed nation by 2047. He appreciated the efforts of SKUAST-Kashmir under the leadership of Vice-Chancellor SKUAST-Kashmir, Professor Nazir Ahmad Ganai for their ef-

forts in conducting different activities under Viksit Bharat Yuva Connect Programme.

Professor S A Gangoo, Dean Students Welfare, presented an overview of the activities conducted since the last ten days as pre-events of the National Programme that will be launched on 12th August 2025 the National Level.

Professor Nazir Ahmad Ganai, Vice-Chancellor SKUAST-Kashmir apprised the participants about how SKUAST-Kashmir has prepared and implemented a road map for playing a lead role in development of the nation. He appreciated the efforts of DSW, SWOs, students for organizing a marathon of activities.

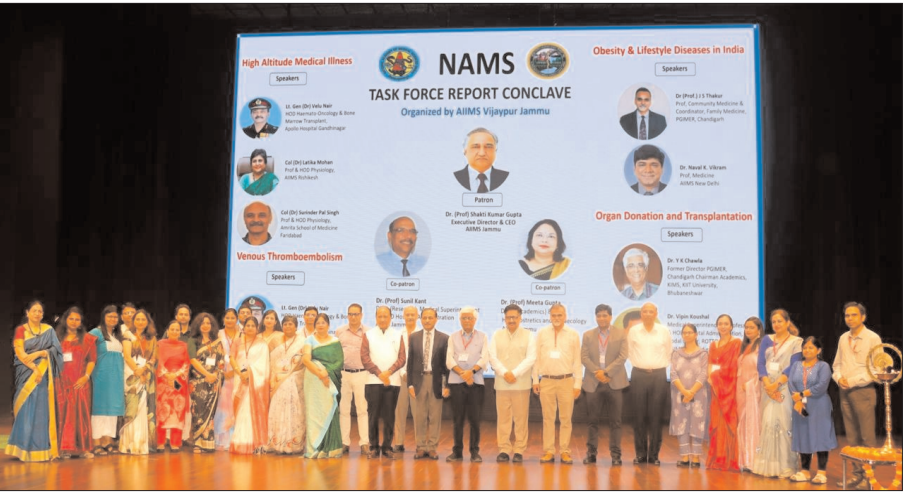
AIIMS hosts prestigious NAMS task force conclave to shape future of Indian healthcare

HIMALAYAN MAIL NEWS
JAMMU, AUG 08

All India Institute of Medical Sciences (AIIMS), Vijaypur, Jammu, successfully hosted a two-day Task Force Conclave of the National Academy of Medical Sciences (India), bringing together eminent medical experts, researchers, and policymakers from across the nation to deliberate on pressing healthcare challenges and policy frameworks.

The conclave was inaugurated by Prof. (Dr) Shakti Kumar Gupta, Executive Director & CEO, AIIMS Jammu, who underscored the critical need for structured policy implementation and widespread public awareness regarding emerging health issues. Prof. (Dr) Meeta Gupta, Dean (Academics), served as the Nodal Officer for the conclave, which was organized in collaboration with NAMS by the Departments of Physiology, General Medicine, CTVS, Ophthalmology, and Nephrology.

Participants engaged in in-depth discussions across a spectrum of healthcare



concerns, including a comprehensive presentation of the NAMS Task Force recommendations for healthcare delivery in high-altitude regions, particularly for individuals with pre-existing conditions. Sessions also delved into the management of obesity in India, and the national guidelines for the prevention and treatment of Deep Vein Thrombosis (DVT).

A major highlight of the event was the unveiling of the NAMS Task Force Report on organ transplantation, offering actionable recommendations to enhance efficiency, ethical governance, and transparency in the national or-

gan transplant framework.

Distinguished guest speakers included Lt. Gen. Dr. Velu Nair, President-Elected, NAMS; Prof. (Dr) Y.K. Chawla, Ex-Director, PGIMER, Chandigarh; Dr. Vipin Koushal, Medical Superintendent, PGIMER Chandigarh; Dr. S.P. Singh, Amrita School of Medicine, Faridabad; Dr. Latika Mohan, AIIMS Rishikesh; Dr. J.S. Thakur, PGIMER Chandigarh; and Prof. (Dr) Naval K. Vikram, AIIMS New Delhi.

The Organising Committee comprised Dr. Neena Sharma, Dr. Udit Gupta, Dr. Gaurav Gupta, Dr. Taranpreet Kaur, Dr. Sartaj Ahmad Guroo, Dr. Rad-

hika, Dr. Bhavani Raina, and Dr. Asheesh Kumar, who collectively emphasized the importance of interdisciplinary collaboration, data-driven policymaking, and community engagement in transforming healthcare systems.

The event concluded with a strong call to action—encouraging participants to translate deliberations into practice. The roadmap for initiating organ transplant services at AIIMS Jammu was also discussed, reinforcing the institution’s vision of becoming a hub for advanced, patient-centric medical care and academic leadership.

Advisor to CM reviews Wular conservation and development of local tourism

SRINAGAR, AUGUST 8: Advisor to the Chief Minister, Nasir Aslam Wani today chaired a meeting regarding functioning of Wular Conservation & Management Authority (WUCMA), Wular & Manasbal Development Authority and Hygam- Ningli-Tar-zoo Development



PW(R&B), Jal Shakti & Rural Development. He pointed out neglect of tourism huts at Watlab & Ningli, slow pace of desilting, dredging, and need for focused attention on conservation of Wular lake and protecting the livelihood of fishermen in the fringe villages.

Advisor to CM Nasir Aslam Wani reviewed the performance of the line departments and gave directions for maintenance of tourism huts and identifying spots for construction of way-side amenities for the visitors along the high-way. He called for effective coordination particularly between Forest and Tourism

departments for better planning on conservation of the lake and how to develop sustainable tourism in the lake catchment area.

The meeting was informed that 1.21 lakh trees have been felled to address the issue of siltation and that Forest Department has earmarked Rs 25 croreduring the current fiscal to implement the Common Management Plan for Wular conservation. The Advisor emphasized the need to achieve the set targets for dredging and desilting, along with the removal of willow trees. He also underscored the importance of carrying out compensatory afforestation at designated locations to

significantly offset the impact of tree felling.

Advisor said that the Government shall assess the scope of Wular-Manasbal Development Authority and Hygam-Ningli-Tar-zoo Development Authority to see if these two tourism authorities can be merged for better functioning while as WUCMA can continue to work for overall conservation of the Wular lake.

He said that Fisheries department shall also play a role in replenishing the lake with various species of fish and to work on biodiversity and lake ecology.

Advisor to CM noted that Wular Lake in Jammu & Kashmir is designated as a Ramsar sites awetland of international importance under the RAMSAR convention. He said that Wular lake is significant for ecological balance, biodiversity, and for its role in flood control, water recharge and supporting livelihoods in the Kashmir Valley.

Shrine Board reviews operational preparedness ahead of Independence Day celebrations at Katra

KATRA, AUGUST 8: In anticipation of the forthcoming Independence Day celebrations and to ensure a smooth and hassle-free pilgrimage for devotees to the holy Shrine, a joint review meeting was held today at the Spiritual Growth Centre, Katra.

It was decided that the main Independence Day function will be organized at the Shrine Board’s Sports Complex, Katra. On the occasion, Shri Sachin Kumar Vaishya, Chief Executive Officer, SMVDSB shall unfurl the National Flag and inspect the contingents comprising Jammu and Kashmir Police (JKP), Central Reserve Police Force (CRPF), Shrine Security, National Cadet Corps (NCC) and school children. A colourful cultural programme by school children will also mark the occasion.

Reiterating the directions of the Hon’ble Chairman, SMVDSB (Lt. Governor, JK-UT), the Additional CEO stressed the importance of fortifying security arrangements in the Shrine area ahead of the celebra-



tions. He called for coordinated efforts among all stakeholders to establish a robust and responsive security framework in line with the requirements of the event.

Addl. CEO directed security agencies to strictly enforce the RFID card system, permitting only pilgrims with valid cards to proceed for the yatra. To ensure compliance, he suggested deploying additional personnel, making regular public announcements for pilgrim guidance and conducting joint patrolling by all security agencies.

The meeting also empha-

sized stringent verification of Pithoo and Ponywallas including regular documentation checks to prevent impersonation and ensure only authorized personnel provide pilgrimage-related services.

Further, the deployment of additional security personnel for area domination and the integration of advanced technologies including the Integrated Command and Control Centre, were discussed to strengthen monitoring of the Shrine and surrounding areas.

The Superintendent of Police, Katra and the Com-

mandant, CRPF, assured foolproof security arrangements, presenting a detailed grid for implementation.

This will include the deployment of Quick Response Teams (QRTs) and a multi-tier security setup comprising Police, CRPF and other paramilitary forces.

The meeting was attended by the Joint CEO; Deputy CEO, SMVDSB; Sub-Divisional Magistrate, Katra; Assistant CEOs; Tehsildar, SMVDSB; SDPO Katra & Bhawan and officers from the Army and other intelligence agencies.