

'Jan Abhiyan campaign' underway at offbeat tourist destinations



Special Secretary, Tourism Deptt, Amarjeet Singh along with Joint Director Tourism, Jammu, Sunaina Mehta Sharma posing with other dignitaries.

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JAMMU: Under the close supervision of Secretary to the Government, Tourism Department J&K Sarmad Hafeez, the senior officers of Tourism Department held vigorous field tours to the offbeat tourist destinations under the 'Jan Abhiyan' campaign, recently launched by the government as a precursor to the 'Back to Village Phase 4'.

A team visited the offbeat tourist destination 'Aithem' in Jammu district which is an upcoming tourist wonder for the paragliding and adventure enthusiasts. Amarjeet Singh, Special Secretary, Tourism Department, Sunaina Mehta Sharma, Joint Director Tourism Jammu along with Vishav Pratap Singh, Deputy Secretary Tourism Department visited village Aithem as part of the 'Jan Abhiyan' campaign.

Amarjeet Singh emphasized on the need to enhance the dialogue between the department and the stakeholders to fill critical gaps in holistic development of all tourist destinations thereby enhancing the livelihood opportunities for locals especially the youth.

Sunaina Sharma emphasized on the need for an effective and efficient approach towards ensuring visibility of the department on ground, to ensure that all the departmental schemes/ tourism promotional activities are practically implemented.

Interestingly both the destinations of Aithem and Jhajjar Kotli have been designated as 'Off Beat Tourist Destinations' of Jammu District among other places, and the Tourism Department is laying special emphasis on overall development and integration of these destinations with the tourism

map so that diversification of tourism areas is accomplished with true essence.

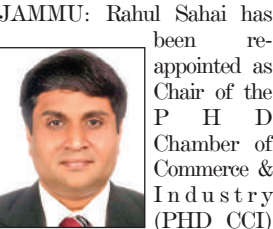
Later, the team of the tourism department headed by Jt. Director Tourism visited Jhajjar Kotli and Panthal which are also among the offbeat tourist destinations of Jammu Division. She laid special emphasis on promoting adventure sports namely paragliding, Ziplining, giant swings etc. in all potential areas of Jammu Division. Further elaborating the exigency to up scale the diverse tourism experience for visiting tourists, she said that the tourists visiting Katra must be given opportunities to explore other potential areas of Jammu region especially Jhajjar Kotli, Devi Pindi, Panthal since these areas are in close vicinity to Katra town. She also clarified that Aithem, Baradari, Dhanwa are under

active consideration by the Government to bring it on the national adventure Tourism map. Multiple paragliding trails are successfully conducted at Aithem and Dhanwa, and soon requisite P3, P4 pilot training programme shall be organized by the Tourism Department at Aithem which shall be beneficial for all interested stakeholders of Jammu division. The Local community was also told about the rich diversity and importance of 2 Ramsar Sites i.e., Surinsar Lake and Mansar Lake available in their vicinity and they must take maximum benefit from these two natural Treasures. Prominent attendees from the tourism travel trade fraternity present at Aithem were Balbir Singh, Raminder K Samnotra, Pritam Sharma, Ashwani Charak, Manik Malhotra, Mandeep Kaur, Swaran Singh, Varun Gupta among others and the PRI members.

At Jhajjar Kotli the prominent locals who attended the meeting were Nisha Rajput, Sarpanch Jhajjar Kotli and Tarsen Singh Panch, Jhajjar Kotli. The sensitization camp at Panthal was attended by Rajinder Mengi DDC member Panthal, Chandermohan Singh BDC Chairman Panthal among others who also attended it with great zeal and welcoming enthusiasm for the visiting senior officer.

Sahai re-appointed as Chairman PHD CCI Jammu region

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JAMMU: Rahul Sahai has been re-appointed as Chair of the P H D Chamber of Commerce & Industry (PHD CCI) Jammu region for the year 2022-23. Rahul Sahai was selected after 117th Annual Session of PHDCCI at New Delhi. Rahul Sahai thanked Saket Dalmia National President of PHDCCI and leadership in Delhi and said that theme of PHDCCI this year is "Year of Opportunities: our focus this year would be on tapping opportunities nationally and internationally and policy advocacy, competitiveness of MSME facilitating Investments in J&K, infrastructure, entrepreneurship, start up and Skill Development. Rahul Sahai is 2nd Generation CMD of Sahai Group of Companies and son of a veteran business leader late Sahai having more than 25 years of experience in Policy advocacy and People Management and is also heading the Transport Nagar Association of Jammu. He has been closely associated with PHDCCI for almost 30 years. He has also been the Chairman of CII J&K Council and has led several organisations in J&K.

This festive season we should think about hungry cows: SAVE



SAVE Chairperson Devinder Kaur Madaan and others at a Gaushala.

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JAMMU: Devinder Kaur Madaan, the prominent animals rights activist of Jammu who runs many animal shelters and hospitals under her NGO-SAVE, said "In this festive season we should also think about the hungry and destitute cows and make it happy for them too!"

She has encouraged Rohit Chandra, CEO of Soldier Farms to donate 100 bags of "HyMilk" the special protein rich feed/silage they manufacture at their Samba plant, for Panjgrain Municipal Gaushala near Nagrota.

The bags were handed over to the Gaushala on 20th October, 2022.

Praising this work, Municipal Commissioner, Rahul Yadav has also appealed to all the people of the society to donate to Panjgrain and other Gaushalas.

The Municipal Commissioner, while lauding the efforts of SAVE and Soldier Farms, also invited public at large to donate freely for this noble cause of feeding abandoned and sick animals, especially in this festive season.

Devinder Kaur Madan said that these days the price of straw is skyrocketing, which has made it difficult to feed the cows due to the scarcity of straw in the Gaushala.

In such a situation, due to the availability of protein-rich animal food "HyMilk", quality food will be arranged for the cows.

Giving information about the Gaushala, she said that this Gaushala is being operated to support the helpless and helpless Gaumata roaming on the roads.

At present, the virtuous work of serving 200 cows is being done in this cowshed with public participation.

Giving more details about the donated new type of animal feed "HyMilk", Chief Executive Officer of Soldier Farm, Rohit Chandra said that it is a protein rich animal feed, made from barley spent grain, which is vacuum sealed and packed on imported machines. Manufactured at the plant located in Samba. Once packaged, it remains safe for use for 3 to 6 months. He further told that in the era of skyrocketing prices of straw and animal feed, "HyMilk" is a good and cheap option for animals.

The director of the SAVE organization, Devinder Kaur Madan expressed her gratitude for the contribution made by Soldier Farms for the promotion of cows. On this occasion, a large number of local Gausevaks were present along with the officers of the Municipal Corporation, and the workers of SAVE organization.

SSP Railways inaugurates barrack in memory of Shaheed Ct Raj Kumar



SSP Railways Jammu, Mohd Arif inaugurating barrack in GRP Lines Jammu in memory of Shaheed Ct Raj Kumar.

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JAMMU: On Police Commemoration Day to pay tributes to Constable Raj Kumar of the Jammu and Kashmir police, who honoured with the Shaurya Chakra posthumously, SSP Railways Jammu, Mohd Arif on Friday inaugurated a Barrack in GRP Lines Jammu in memory of Shaheed Constable Raj Kumar. Raj Kumar sacrificed his life while fighting two heavily armed terrorists at Railway Station Jammu on January 2,

2004. For his gallant and brave act of challenging and engaging the terrorists who were firing indiscriminately and for supreme sacrifice of his life in saving hundreds of passengers stranded at Railway Station Jammu, Raj Kumar was posthumously awarded Shaurya Chakra.

After inaugurating barrack, SSP Railways Jammu and other officers/officials of GRP Jammu also paid rich floral tributes to the Martyr Constable.

Dulloo inaugurates 2-day Int'l Conference on 'Climate Change' at SKUAST-J

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JAMMU: A two day International conference on "Existing Climate Change Scenario and its Arising Risks" commenced here on Friday at SKUAST-Jammu with its formal inauguration by Additional Chief Secretary (ACS), Atal Dulloo. The conference is being organized by Mahima Research Foundation in conjunction with Social Welfare Department and Sher-e-Kashmir University of Agricultural Sciences and Technology, Jammu.

ACS strongly advocated that agriculture is the only sector that can help in reducing poverty by raising incomes and food security for 80 percent of the world's poor populace. But, today the prosperity of agriculture and future of our farmers is being threatened by numerous impending challenges like climate change which needs to be tackled collectively.

ACS said that J&K is also



ACS, Atal Dulloo speaking at International conference in Jammu.

witnessing the brunt of climate change and average mean temperature in last 28 years has climbed up by 2.32°C and 1.45°C in Jammu and Kashmir region respectively. In 2014, we witnessed a devastating flood situation in Kashmir and almost every year due to untimely rainfall, the crop of paddy in Jammu and apple in Kashmir suffer huge losses, he added saying that we should prepare ourselves and our farmers to adapt to these weather changes so that they would not suffer on economic front. Dulloo informed that the government have constituted a

High Powered Committee under the Chairmanship of Dr. Mangla Rai, Former DG, ICAR and Secretary DARE for formulating a comprehensive policy for holistic agriculture development in J&K.

Earlier, ACS inaugurated Training and Testing Lab of Agricultural Engineering, Bioinformatics lab of School of Biotechnology, Smart Classroom and Statistical Data Analysis Cell (SDAC) in the division of Statistics and Computer Science.

Dulloo also visited bee keeping unit, mushroom unit, technology park, integrated farming system research centre and

centre for organic farming and inspected the exhibition of technologies of SKUAST Jammu.

Prof Sharma stressed upon processing, waste management, value addition and marketing of agriculture produce through promotion of FPOs and cooperative societies in the country to empower farmers.

He advised organizers to come out with recommendations out of this conference. Prof Nazir Ahmad Ganai, Vice Chancellor, SKUAST Kashmir, who was the guest of honour, said that in the present era, agriculture is facing a lot of challenges regarding water scarcity, declining land availability, land fragmentation, wastage of agricultural produce, disinterest of youth towards agriculture and migration of rural people towards urban areas.

Professor A Mushunje from South Africa also spoke on the occasion.

Union Ministers' visits testifies BJP's commitment to develop J&K: Sham, Priya



Former Ministers, Priya Sethi and Sham Choudhary listening to public issues.

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JAMMU: Continuous visits by Union Ministers to Jammu & Kashmir is testifying commitment of BJP to develop J&K on most modern lines, said senior BJP leaders Sham Choudhary and Priya Sethi, while listening to public grievances.

J&K BJP Vice-President & former Minister Sham Choudhary and BJP NEM & former Minister Priya Sethi listened to public grievances and took up same with concerned officials for early solutions at BJP headquarter, here on Friday.

Presented issues were taken

up with the heads of these departments by Sham Choudhary and Priya Sethi telephonically and they were impressed with immediate solutions.

Sham Choudhary said that BJP is concerned to the common masses and their issues. He said that all the senior functionaries of BJP are daily available at the party office to listen to the public grievances.

Priya Sethi said BJP leaders make every effort to solve the issues represented before at the earliest. She said that people reach the party office with a very positive mindset that their issues would be resolved soon.

NCC organises EBSB camp at Nagrota



NCC cadets and other dignitaries at EBSB camp in Nagrota.

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JAMMU: Ek Bharat Shreshtha Bharat (EBSB) Camp was conducted by Jammu Kashmir and Ladakh Directorate in

Nagrota in which about 150 NCC Cadets from Delhi Directorate and 350 Cadets from Jammu Kashmir and Ladakh Directorate were participated.

Besides activities fostering familiarisation with each other's, Culture and Sports

Competitions, the other Major activities included Visits to Border Out Post, Weapons and Equipment Display, Sightseeing trips and a Training Capsule of Cadets for All-round Development and Employment.

NSUI National President calls on Mallikarjun Kharge

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JAMMU: President, National Students Union of India (NSUI) Neeraj Kundan called on newly elected Congress President Mallikarjun Kharge to congratulate him at party Headquarters in Delhi. Neeraj, who was also a delegate in recently held internal polls of party, discussed various student-related issues and working of NSUI with the party President.

Later, while addressing media after meeting, Kundan said that Mallikarjun Kharge enquired in detail about recent scenario of J&K's social and political conditions and has asked for his suggestions on concluding programme of Bharat Jodo Yatra, which is expected to reach its destination on first week of February.

Silk Weavers Expo offering exciting offers on Diwali

■ STATE TIMES NEWS

JAMMU: This time make your Diwali, other festivals & wedding season special with 'Silk Weavers' as if you really want to give something antique and really splendid to your lovedones this festival season, then visit Kala Kendra, Bikram Chowk, Jammu before October 30 and grab the offer where 'Selfie Bus' has brought all kinds of clothes and charming & unique special gifts, that too at 50 per cent discount and multiple choice offer.

It was informed in a press statement issued by National Weavers Association, registered with the Ministry of Textile, which organizes Silk Weavers Expo every year in different states of the country where authentic and pure Silk & Handloom products are made available. For the very



Customers visiting stall at Silk Expo in Jammu.

first time, greatest deals are being offered on the auspicious occasion of Diwali & wedding season in Jammu.

Silk Weavers Expo is going to organize a very spectacular and wonderful exhibition, which has selected fabrics and handlooms from 19 states across the country and all the ethnic, artistic and authentic handloom products will be available under one roof.

The main point of attraction is authenticity, high discounted rate and direct purchase

Godrej Appliances has launched its outlet spread over 800 sqft, in collaboration with its channel partner AAR GEE Traders in Prem Nagar

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JAMMU: Godrej & Boyce, the flagship company of the Godrej group announced that its business unit Godrej Appliances, India's leading player in the home appliances segment, is strengthening its presence in J&K with the launch of its Preferred Brand Outlet (PBO) in Jammu. With this launch, the brand now has 6 PBOs in the state of J&K.

Godrej Appliances has launched its outlet spread over 800 sqft, in collaboration with its channel partner AAR GEE Traders in Prem Nagar



Chief Guest, Ajatshatru Singh, lighting ceremonial lamp.

(Jogi Gate Market) in Jammu.

PBO was inaugurated by Chief Guest Ajatshatru

Singh (Former Cabinet Minister & Senior BJP leader J&K) and Mayank Kumar Gupta (Vice President &

This time Silk Weavers Expo has come up with a great offer especially for women in Jammu, where they can shop for all kinds of beautiful and really awesome scarfs, Dupattas, Sarees, Stoles along with jewellery and other demanding products for women. It's all about styling your personality and home by visiting Kala Kendra, Bikram Chowk, Jammu everyday October 9 to October 31, from 10:30 AM till 8:30 PM.

Please note that entry is absolutely free and all debit & credit cards will be accepted.

After winning at the recent independently held popular AICC elections, The New President of the oldest party of the country Mallikarjun Kharge is meeting with Senior elders of the AICC, PCC Chiefs & frontal Incharges and Presidents in Delhi.

Reliance Digital's Festival of Electronics- Sale is Live

■ STATE TIMES NEWS

MUMBAI: This Diwali, bring home your kind of latest tech with Reliance Digital's Festival of Electronics sale and get 10 per cent instant discount with leading bank credit and debit cards along with option to opt for easy EMI and insta-delivery, plus an additional 10 per cent discount vouchers redeemable at the next purchase. In a press statement issued here, it was stated that being set for festive new beginnings for yourself and family is all easy. Grab your favourite electronics only at Reliance Digital stores, My Jio Stores and www.reliancedigital.in with your kind of festive offers. These days, phones seem like an extension of our hands. With great offers on iPhone 12 starting at Rs 29,900,



Samsung M13 5G, starting at Rs 13,999 and Samsung S22 starting at Rs. 52,999 only.

Reliance Digital has something for those constantly on-the-move too. With offers on smart-watches starting at only Rs. 999, tracking daily movement has never been easier. Nothing says 'Diwali' like some great quality time with your family. And nothing says 'family time' like sitting around an amazing TV watching entertainment that all of you love. Offers on Samsung Neo

QLED and TCL QLED at Rs 36990, after cash back and will let you do just that. What's even more exciting, with every Samsung Neo QLED, you can get a Samsung Mobile A32 worth Rs 21,490 with 5 years warranty. With deals this good, it will certainly be a happy Diwali. With the JBL Soundbar 5.1, you can really elevate everyone's Diwali experience. It is available at only Rs 56,999 after cashback and no cost EMI for up to 12 months. But what if the tunes at the family Diwali party aren't up to your standards? Plug in your Apple AirPods Pro and enjoy your own solo party. You can get 39 per cent off on your AirPods Pro at Rs. 15,999 after cashback. With your gifts all sorted now, let's bring in fantastic Diwali.