

Promotional camps in Chenani-Sudhmahadev-Mantalai-Udhampur-Pancheri Tourism Circuit held

STATE TIMES NEWS

JAMMU: Steering ahead the 'Tourism Promotional campaign' as a part of 'Jan Abhiyan B2V4' under the active guidance of Sarmad Hafeez, Secretary, Tourism Department J&K, the Directorate of Tourism Jammu is conducting multi-fold awareness camps in all districts of Jammu division with special focus on 'Homestay' identification and registration especially at the 'Off Beat Tourist Destinations'.

Continuing her week-long vigorous field tour, Joint Director Tourism Jammu, Sunaina Sharma Mehta on Tuesday visited Udhampur district and held awareness cum sensitisation camps at Chennai and Udhampur. She laid special emphasis on the identification and mapping of tourist circuits, trekking routes, identification and capacity building of interested Homestay proprietors along with dissemination of information regarding tourism department policies like 'Homestay Registration Policy notified in June 2022', through the Tourist Reception Centres, roping on of NRLM self help groups and 'Village cooperatives' formulated

CBC organises third outreach programme at Sankoo

Education about Govt's welfare schemes first step towards empowering society: Rizvi



Councillor, LAHDC Kargil, Aga Syed Ahmed Rizvi along with other dignitaries at a programme.

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SANKOO: Continuing its outreach activities in the Union Territory of Ladakh, the Central Bureau of Communication (CBC), Ministry of Information and Broadcasting Government of India on Tuesday organised an Integrated Communication and Outreach Program (ICOP) in Sankoo sub division of the Kargil district.

The programme was organised by CBC's Field Office Anantnag at Aga Syed Haider Rizvi Memorial Government Higher Secondary School, Sankoo.

This was the third programme the bureau organised in Ladakh during the month of October as part of a series of awareness programmes being organised in the region which are meant for mass awareness about various schemes and

He said that each citizen,

through the cooperative department at various tourist destinations. She was apprised that the Tourism department has recently registered several Homestays at Chenani and has identified around 30 more homestay properties which are under process for registration. She appreciated the formulation of local 'village cooperatives' at Mantalai, Sudhmahadev under the title of 'Universal Tourism' and 'Adventure Tourism', which are the 'Village level Tourism Promotion Clubs' for activating tourism and capacity building of local youth volunteers regarding

Homestay registration and sensitization about various tourism products especially themes like 'Agro /Rural Tourism' and 'Eco-Tourism' in Sudhmahadev and Mantalai areas. She appealed to the local youth to come forward to promote tourism of all tourist destinations of the Jammu Division and assured that the 'Village cooperatives' and 'Tourism Promotional Clubs' shall be formulated in all districts especially, the upcoming tourist areas.

She interacted with the BDC Chairman Chenani, BDC Chairman Pancheri, President Hotel Association Udhampur District, Naib Sarpanch Pancheri, local PRI members, travel trade stakeholders and youth volunteers who are interested in working in the Tourism sector.

During the day-long interactive awareness camps, the Joint Director Tourism elaborated about an action plan for development of 'Tourist Villages' and the 'Off Beat Tourist Destinations.'

'Pancheri, Sudhmahadev, Mantalai, Dudu and Kuhwanta will be given special attention by the Tourism Department for their holistic development with regard to tapping the potential of adventure tourism, rural tourism, eco-tourism, heritage tourism among other tourism related activities. Special thrust shall be laid on public involvement in identification of new tourist destinations, trekking routes so

meaningful implementation.

On the occasion Tehsildar Sankoo, Sajad Ahmad provided details of various programmes being implemented in the sub division.

Nodal officers from departments of Health, POSHAN Project (ICDS) and Rural Development also gave detailed presentations about the schemes being implemented by them.

Medical Officer, Sankoo, Dr. Abul Hassan educated the audience about various programmes run by the department making a special mention of Ayushman Bharat, Rashtriya Bal Swasthya Karyakram (RBSK) and Janani Shishu Suraksha Karyakram (JSSK).

Theme based cultural programmes were also presented by cultural parties sending across messages about various welfare schemes as well as displaying the amazing local culture. Students took part in an open quiz, the winners of which were felicitated at the end of the program.

Shahid Lone informed that similar programmes were earlier organised by CBC at Khalsi in Leh district and Padam in Zanskar region earlier this month while another such programme will be organised in Kargil on Thursday.

DIG Ladhak Sheikh Junaid Mehmood and General Manager (Department of

welfare measures being implemented throughout the country. Apart from this, information about the objectives and vision of the Azadi Ka Amrit Mahotsav was also provided to participants which included the new initiatives of Swaraj Television Series and Azadi Quest Mobile Games.

Aga Syed Ahmed Rizvi, Councillor, Ladakh Autonomous Hill Development Council (LAHDC), Kargil, presided over the programme as chief guest.

Rizvi appreciated said that awareness of people at the grassroots level is an important part of national development. He urged the people to take advantage of the various programmes being run by the Government of India and the administration of Ladakh for public welfare.

He said that each citizen, particularly youth, needs to be part of India's developmental journey. Rizvi said that students need to develop inquisitive minds and scientific temper to script the story of a developed India.

In his introductory remarks

Shahid Lone, Field Publicity Officer, CBC Anantnag and Leh said that

there are different welfare pro-

grammes being run by the go-

vernment for the socio eco-

nomic upliftment of the people

especially minorities. He said

that the success of these pro-

grams and welfare measures is

in the hands of the public who

need to avail the benefits.

Lone, while presenting an overview of the mandate and activities of the CBC in Jammu & Kashmir and Ladakh regions, said that no programme or policy is going to be successful until all the stakeholders join hands for its

implementation.

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