

DHS Jammu conducts Ayushman Bhav Campaign in Health Institutions

■ STATE TIMES NEWS

JAMMU: The Directorate of Health Services Jammu conducts the AyushmanBhav Campaign in Health Institutions of Jammu Division, aligning with a nationwide healthcare initiative by the Government of India. Launched on September 13, 2023, in the Jammu Division, the AyushmanBhav Campaign comprises three key components: AyushmanApkeDwar 3.0, focused on achieving 100% enrollment in Ayushman Bharat; AyushmanMelas at Health and Wellness Centers (HWCs) and Community Health Centers (CHC) levels; and AyushmanSabha at the village and panchayat levels. This initiative marks a significant step toward realizing universal health coverage and ensuring healthcare accessibility for all. In all districts of the Jammu Division, Ayushman health melas are being conducted at HWCs and CHC levels, offering a range of health services. These services include ABHA ID generation, early diagnosis and screening for non-communicable diseases (NCDs), anaemia testing, tracking and treatment, blood donation camps, and awareness programs about the benefits of Ayushman Bharat PMJAY. The melas have seen substantial participation, with PRI members, social activists, ASHLAs, AWWs, the general public, and health staff in attendance. Furthermore, as part of the AyushmanBhav campaign, Swachhta Pakhwada commenced on



September 17, 2023. This initiative underscores the critical role of cleanliness and hygiene in healthcare institutions. A massive cleanliness drive was carried out under the banner of the Swachhta Hi Sewa Campaign in the Directorate of Health Services Jammu, along with health institutions across all districts in the Jammu division. This drive took place during a one-hour Shramdaan event on October 1, 2023, as part of a nationwide initiative to promote cleanliness and hygiene, contributing to the broader mission of a cleaner and healthier India.

During this campaign, hospital and office staff, local community members, and volunteers actively participated by cleaning hospital premises, offices, surrounding areas, and public spaces. This collective action aimed to instill a culture of cleanliness and good hygiene practices, ultimately contributing to healthier lives for all.

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Motivational lecture organized for fresher students at SMVDU

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KATRA: The School of Biotechnology at Shri Mata Vaishno Devi University (SMVDU) in Katra recently organized a motivational lecture titled 'Embracing Failure as a Stepping Stone.' The lecture was delivered by Yogesh K Verma, the CEO of Perfect Square, New Delhi, and was aimed at inspiring and guiding the fresher students who have recently joined various Undergraduate and Postgraduate Programs in the current Academic Session.

Yogesh K Verma boasts extensive experience in the corporate world, having served as the General Manager - Special Nutrition Business at Heinz and spending 25 years at Nestle India Limited in various capacities, including National Key Institutes Manager, Regulatory Affairs Manager, and Branch Manager. He has also represented India as a Delegate through the Confederation of Indian Industries (CII) in the Codex Committee on Nutrition and Foods for Special Dietary Uses (CNFSDU), a CODEX body, meeting continuously for three years from 2008 to 2010. Additionally, he is the Founder Director of Alimento', a premium food company, and currently



CEO of Perfect Square, Yogesh K Verma delivering lecture at SMVDU.

ly serves as a faculty member at the Indian Aviation Academy. He is also a Skill Expert Member of the DBT-PG Programme Advisory Committee at SMVDU and serves as an expert Council Member to research firms like Advantus Global-China, Third Bridge, UK, GLG (GersonLehrman Group) New York, USA, while also managing Perfect Square - A Training & Business Consultancy Company. The primary objective behind organizing the lecture was to instill positive values and problem-solving skills in the young minds of the university. During the event, students actively engaged with the expert, responding enthusiastically to his questions. The event witnessed the presence of Deans, Heads of Schools, Faculty, Staff members, and Research Scholars

of the University. The speaker emphasized the importance of maintaining a positive approach in life, especially when facing crises and unforeseen obstacles. He stressed that individuals with a positive attitude tend to remain hopeful and optimistic even in challenging situations, while those with negative attitudes may lean towards pessimism and expect unfavorable outcomes in tough circumstances. He extended his gratitude to Dr. Balbir Singh, Dean of Academic Affairs; Dr. Ratna Chandra, Head of Biotechnology; Dr. Sharada Potukuchi, and Dr. Rakesh Kumar, Coordinators of the DBT-PG Program, for organizing the event at short notice and providing him with a platform to share his insights with the university's young minds.

GDC Purmandal's week-long Gandhi Jayanti celebrations conclude

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PURMANDAL: The NSS Unit of GDC Purmandal concluded its week-long Gandhi Jayanti celebrations with great enthusiasm and reverence, paying floral tributes to Mahatma Gandhi. The events included various activities aimed at promoting the values of non-violence, harmony, and brotherhood among students.

One of the highlights of the celebrations was the screening of a documentary on the theme 'Truth & Non-Violence' held on September 20th, 2023. This event sought to instill Gandhian values in the hearts of the students. On September 22nd, 2023, an intra-college declamation contest was organized, with the active participation of approximately 30 students. It provided a platform for students to express their thoughts and



Faculty members along with students during the event.

ideas. A slogan-writing competition took place on September 25th, 2023, encouraging students to reflect on the principles advocated by Mahatma Gandhi and express them creatively. Continuing the spirit of community service, on September 27th, 2023, students joined the 'Swachhta Hi Seva' program organized by the Block Development Office, Purmandal, contributing to the cleanliness drive.

Musical talents of the college students shone on September 30th, 2023, during a singing competition where they melodiously rendered the favorite hymn 'Raghupati Raghav Raja Ram.' October 1st, 2023, witnessed a Mega Cleanliness Drive in the marketplaces of Purmandal, with around 70 NSS Volunteers, staff, and the college Principal participating actively, aligning with the 'Swachhta Hi Seva' campaign

of Jammu & Kashmir Union Territory. The concluding ceremony on October 3rd, 2023, marked the culmination of the Gandhi Jayanti Celebrations. During this event, lamp lighting and floral tributes were paid to Mahatma Gandhi by Principal Prof. (Dr.) Raj Shree Dhar, in the presence of staff and NSS Volunteers.

These celebrations, held under the patronage of the college's Principal, aimed to commemorate the ideals and principles of Mahatma Gandhi while instilling a sense of social responsibility and community service among the students. The coordinators and faculty members played a pivotal role in ensuring the success of these events, which served as a platform for promoting Gandhian values and fostering a spirit of service and unity among the students.

SMVDU Katra NSS Volunteers lead Swachhta Hi Sewa Campaign

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KATRA: NSS volunteers of Shri Mata Vaishno Devi University (SMVDU) Katra organized the "EkTareekh, EkGhanta, EkSaath" event as part of the Swachhta Hi Sewa campaign, in collaboration with the district administration of Reasi. This event took place in the Panthal block and featured a significant cleanliness drive at the Panthal marketplace and AmritSarovar.

Before commencing the cleanliness drive, all participants took the Swachhta pledge to emphasize their commitment to cleanliness and sanitation. Approximately 200 participants actively



NSS volunteers along with university faculty during the event.

engaged in this initiative and collectively collected around 200 kg of single-use plastic waste. In addition to cleaning, shopkeepers were educated about the importance of maintaining cleanliness in their vicinity. The event witnessed

enthusiastic participation from various stakeholders, including Dr. Anirudh Rai, Assistant Commissioner Development; Pardeep Kumar, Assistant Commissioner Panchayat; Manoj Raina, BDO Katra; Mehak, BDO Panthal;

students and staff from Government Higher Secondary School, Panthal, led by Principal Rachna Sharma; Rajinder Mengi, DDC Panthal; Sarpanch Suresh Kumar; Sarpanch Rajinder Thappa; PRI members; Market Association Members, and University NSS coordinator Dr. Rajiv Kumar.

Prof. Pragati Kumar, the Vice-Chancellor of Shri Mata Vaishno Devi University, expressed his appreciation for the efforts of the NSS volunteers in successfully organizing the event, highlighting the importance of community engagement and cleanliness initiatives.

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