

LG Kavinder Gupta inaugurates 'Enterprising Ladakh' on National Entrepreneurship Day

Asks youth not to wait for opportunities-create them

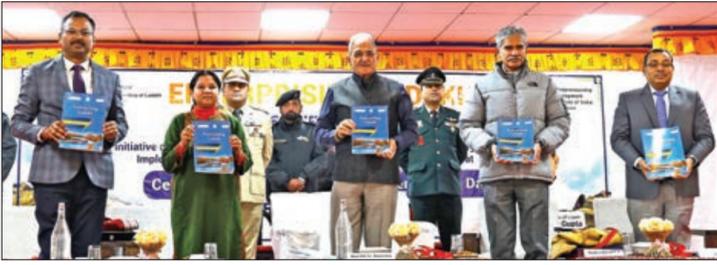
STATE TIMES NEWS

LEH: The Lieutenant Governor of Ladakh, Kavinder Gupta, on Sunday said that Ladakh is rapidly emerging as a symbol of innovation and self-reliance, reflecting the true spirit of Aatmanirbhar Bharat. He emphasised that the collective efforts of the people, backed by progressive governance and community-driven innovation, are transforming the region into a model of resilience and creativity for the nation.

The Lt Governor was speaking at the inauguration of the Enterprising Ladakh initiative on the occasion of National Entrepreneurship Day at EJM College, Leh. He described the initiative as "a powerful step towards realising the aspirations of a new Ladakh and the vision of a self-reliant India."

Enterprising Ladakh-a flagship project of the Entrepreneurship Development Institute of India (EDII), Ahmedabad-is being implemented in collaboration with the Department of Higher Education, UT Ladakh. The Lt Governor inaugurated the product wall and exhibition showcasing innovations by budding entrepreneurs and released the Enterprising Ladakh Report and Catalogue.

Expressing satisfaction that EDII has launched the nationwide Entrepreneurship Fortnight from Ladakh, the Lt Governor said this underlines



Lieutenant Governor of Ladakh, Kavinder Gupta releasing Enterprising Ladakh Report and Catalogue.

the region's emergence as a centre of innovation, employment generation, and self-reliance in the Himalayas.

Speaking on Ladakh's journey "from challenges to opportunities," Shri Gupta said that despite harsh terrain and long winters, Ladakh has carved its identity in solar energy, cold-climate agriculture, ecotourism, handicrafts, wool products, and organic farming. "Now is the time to integrate these strengths with a strong culture of entrepreneurship to ensure sustainable growth," he said.

Commending the collaboration between the government and academia, he praised Dr. Sunil Shukla and his team from EDII for inspiring innovation and self-reliance among youth. He also appreciated Chief Secretary Dr. Pawan Kotwal and Secretary (Higher Education) Ms. Bhanu Prabha for ensuring the success of the initiative at the grassroots.

Welcoming the implementation of the RAMP scheme in

Ladakh, the Lt Governor said it will provide capital, training, and market access to youth and women entrepreneurs, enabling Ladakh to scale new heights of self-reliance.

He stressed that entrepreneurship is about transforming ideas into opportunities. "It is the spirit of self-reliance-it generates jobs, strengthens local economies, and drives social change," he said. The Lt Governor lauded Ladakhi youth for moving from job-seeking to job-creating, turning local traditions and resources into modern enterprises.

Highlighting the role of education, he said entrepreneurship learning must go beyond textbooks and nurture innovation and risk-taking. He urged all colleges and technical institutes to establish Entrepreneurship and Innovation Cells to convert ideas into viable enterprises.

Praising Ladakh's women entrepreneurs, the Lt Governor called them "the true engines of development," noting their growing presence in handicrafts, food processing, eco-tourism, and digital services. "When one woman progresses, an entire community moves forward," he said, reaffirming the Administration's commitment to empower women through training, funding, and marketing support.

Outlining the Administration's roadmap, Gupta said the government will focus on five key areas-strengthening local supply chains, promoting sustainable enterprises, expanding digital connectivity, enhancing financial and technical support to small industries, and recognizing outstanding entrepreneurs as role models.

These steps, he said, will make Ladakh a model for sustainable mountain economies worldwide. Addressing the youth, the Lt Governor urged them, "Do not wait for opportunities-create them. Your ideas and energy are your true capital." He said Ladakh should be known not only for its moun-

tains and monasteries but also for its innovators and entrepreneurs.

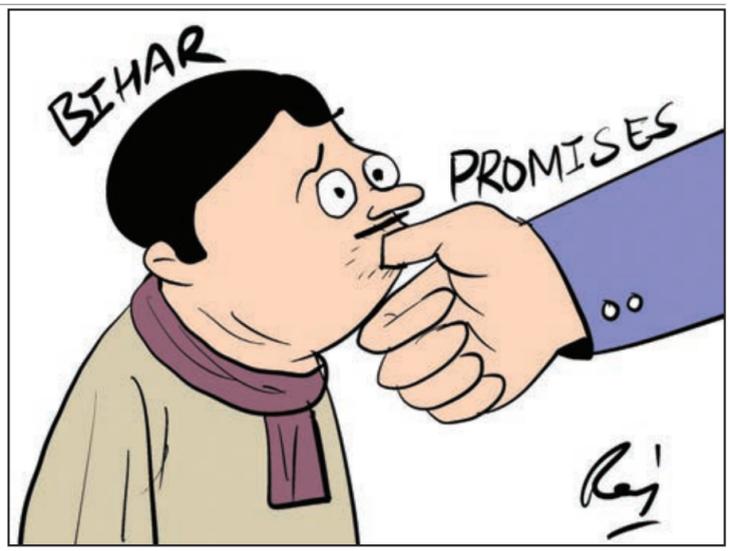
Concluding his address, Gupta expressed pride in young entrepreneurs who have turned their dreams into reality and thanked all organizers and mentors for their commitment. "Together, let us build a Ladakh that leads in innovation, embodies self-reliance, and contributes to India's growth story," he said.

The Lt Governor also interacted with young entrepreneurs at the exhibition, appreciating their ventures in handicrafts, handloom, and horticulture.

Administrative Secretary Bhanu Prabha shared that around 1,500 students have been oriented in enterprise development, MSME setup, banking, and marketing under the Enterprising Ladakh initiative, expecting a surge in MSME registrations this year.

Administrative Secretary Rudra Gond PT highlighted the initiative's role in nurturing entrepreneurial skills and encouraged students to balance academics with startup ambitions.

Earlier, Dr. Sunil Shukla, Director General, EDII Ahmedabad, lauded the nationwide entrepreneurship revolution driven by the Prime Minister and praised Ladakh's proactive youth. The vote of thanks was delivered by Amit Kumar Dwivedi, Regional Director (Northern Region), EDII Ahmedabad.



Silent Storm in the Heartlands: CVD's burden rise in rural India: Dr Sushil



HoD Cardiology GMCH Jammu Dr Sushil Sharma with his team examining patients.

STATE TIMES NEWS

JAMMU: In a bid to tackle the growing burden of cardiovascular diseases Head Department of Cardiology GMCH Jammu Dr Sushil Sharma held a day long cardiac awareness cum health check up camp at Hari Prabhoo Sanstha Nagrota Gujroo, Billawar. The camp aimed to bridge the gap in healthcare access and to promote preventive heart health, early detection of risk factors and educate rural population about healthy lifestyles.

While interacting with the people Dr Sushil stated that cardiovascular diseases have silently emerged as the leading cause of adult mortality in India, transcending geographical and socioeconomic boundaries. One thought to be confined to urban and affluent populations, these conditions are now deeply entrenched in rural India, where rapid lifestyle transitions, limited awareness, and unequal access to healthcare have created a perfect storm for disease escalation.

He elaborated that India's epidemiological profile has shifted dramatically over recent decades from a dominance of infectious diseases to the widespread rise of non-communicable diseases. The Global Burden of Disease (GBD) study estimates India's age-standardized CVD mortality rate at 272 per 100,000, surpassing the global average of 235 per 100,000. The pattern is particularly worrisome due to the younger age of onset, accelerated disease progression, and higher fatality rates among Indian patients. Conventional risk factors like tobacco use, hypertension, diabetes mellitus, dyslipidemia, obesity,

physical inactivity, and unhealthy diets collectively account for over 95% of the attributable risk for CVDs. These risk factors, once considered urban phenomena, are now widespread in rural India. Mechanization of work, reduced physical activity, and increasing dependence on processed foods have accelerated the rise in hypertension, diabetes, and obesity even among rural elderly populations.

He maintained that addressing cardiovascular disease in rural India requires shifting the focus from treatment to prevention and early intervention. Primary health centers and community health workers must be empowered and trained to identify hypertension, diabetes, and other modifiable risk factors at the earliest stage. Incorporating routine blood pressure and glucose monitoring, encouraging tobacco cessation, and promoting dietary and physical activity interventions can drastically reduce the incidence of heart disease.

Furthermore, community-driven initiatives involving local leaders, educators, and healthcare providers can play a pivotal role in fostering long-term behavioral change. For many economically disadvantaged individuals, underreporting remain major obstacles. Lack of awareness, poor screening infrastructure, and high out-of-pocket expenditures further compound the crisis. However, the advent of government health initiatives such as the Ayushman Bharat scheme has begun to bridge this gap by providing financial protection and equitable access to essential healthcare services. He

Said

Dr. Sushil Sharma added that the escalating burden of cardiovascular diseases in rural India represents a true Pandora's box an intricate interplay of lifestyle changes, socioeconomic disparities, and healthcare limitations. The way forward lies not only in medical interventions but also in community-based prevention, equitable access to care, and sustained awareness campaigns and emphasized that countering the cardiovascular epidemic requires a multi-pronged approach formulation of evidence-based health policies, strengthening of primary healthcare systems, community education, and promotion of early detection and treatment. He further highlighted that India's fight against heart disease cannot be won without empowering its rural population with awareness, accessibility, and timely medical care.

Management Committee of the Hari Prabhoo Sanstha S C Gupta, Kuldeep Gupta, K L Gupta, Dr G R Gupta, Ramesh Gupta, Deepak Sharma, Sudharshan Sharma, Darshan Gupta and Hardev Singh appreciated the selfless efforts of Dr. Sushil and his team in extending quality healthcare in such a remote area of Jammu province and expressed hope that such outreach programme could be a regular feature in this village.

The Camp was coordinated by Dr Venkatesh Yellupu. Paramedics and volunteers includes Rajkumar, Makhan Sharma, Gokul Jamwal, Shubham Sharma, Rohit Nayyar, Gourav Sharma, Vikas Kumar, Rajinder Singh, Rahul Vaid and Nirvair Singh Bali.

Working journalists welcome crackdown on fake portals; call for legal framework, media policy

'Blackmailer' Shubham Case exposes growing menace of digital extortionists

STATE TIMES NEWS

JAMMU: The recent exposure of a self-styled digital reporter, Shubham - accused of blackmail and extortion - has once again highlighted the growing threat of unregulated online journalism. The incident, where Shubham allegedly demanded Rs 20,000 to delete a defamatory video from "The Daily Truth News", has triggered widespread outrage across the journalistic fraternity.

Shubham, already facing a criminal case under Section 382 IPC in a snatching incident, registered at Channi Himmat Police Station in 2023, continues to pose as a journalist through an unregistered online portal. His actions, journalists say, not only tarnish the credibility of genuine media professionals but also exploit the sanctity of the press for personal gain.

Working journalists from Jammu welcomed the recent directives of the Lieutenant Governor's administration to Deputy Commissioners and Senior Superintendents of Police to monitor fake journalists and unregistered portals, describing it as a long-awaited corrective step. Seeking legal action against the blackmailing reporter for

demanding Rs 20,000 for deleting the video, prominent journalists issued statements, welcoming the directions. (instead of... various journalist gave their statements).

"A positive step to end blackmail and misuse of profession," said Pawan Sharma while hailing the move as essential to restoring the sanctity of the media.

"Many so-called journalists are misusing the profession and indulging in blackmail," Sharma said, adding: "The direction to Deputy Commissioners and SSPs to monitor such activities is a welcome move. This will help curb the mushrooming of unprofessional journalism."

He also emphasized the need for a comprehensive media policy that defines eligibility, ethics, and accountability in journalism.

"It's late but a welcome move; fake and blackmailing reports are real threat" said Deepak Khajuria, terming the government's action "delayed but essential," aligning with long-standing media demands.

"Journalist associations and even the Press Club have given several memorandums to the government seeking a media policy," he said.

Recalling his Google train-

ing on fake news verification (2017-18), Khajuria noted how misinformation during events like the Pulwama attack and the COVID-19 crisis spread panic.

"This step will help counter misinformation and reinforce journalistic responsibility," he added.

"Need a legal framework to regulate digital media," said Lalit Khajuria, a prominent journalist, stressing that the directive must culminate in a legal framework for digital journalism.

"Social media has become an industry and the main breeding ground for fake journalism," he warned. "There is an urgent need to regulate this space through law. Journalism must remain fair, transparent, and accountable," he added.

"Anyone can become a journalist - that's the root problem" said Surinder Sagar, a working journalist, while expressing concern over the unchecked entry of individuals into journalism through online platforms.

"In print media, both sides of a story are verified before publication. In digital media, anyone posts anything without checking facts," he said.

Surinder Sagar lamented that the "race to break news first" has overtaken the

"commitment to truth," calling the trend deeply worrying.

"Development journalism has turned into yellow journalism" said Vishal Sharma, adding that the rise of fake journalism is tied to the explosion of free internet and 5G accesses. "Jammu and Kashmir is a border state - one wrong news item can become a national security threat," he cautioned.

He added that development-oriented journalism has been replaced by "yellow and pseudo journalism."

"Personal grievances are being projected as news. The government should verify every journalist's credentials and set a minimum educational qualification for entry into the field," he emphasized.

"Journalism has become a tool for power," said Sham Sunder, expressing concern that journalism is being misused for influence rather than integrity.

"Many people are doing other jobs while calling themselves journalists. This damages the credibility of genuine professionals," he said, urging the government to distinguish between seasoned media workers and opportunistic entrants.

"Fake portals' owners cum

editors assign targets for blackmail" said Akhil Mahajan, adding that this reveals the modus operandi of such portals.

"After getting membership and registration from dubious agencies, these portals start associating with fake journalists like Shubham, who in turn blackmail businessmen, politicians, and officers," he said.

"Instead of paying them salaries, these portals set monthly income targets, forcing such individuals to extort money using media tags, I-cards, and fabricated authorizations," Mahajan added.

All journalists unanimously called for a transparent and institutionalised media policy that defines ethical, educational, and professional standards for journalists in Jammu and Kashmir.

They stressed that the Lieutenant Governor's directive should be seen as the first step toward cleaning up the system and restoring journalism's rightful role as the fourth pillar of democracy.

"The government must institutionalize media verification, ethics enforcement, and digital regulation - so that truth remains the foundation of journalism," they said in unison.

Com Secy I&C inaugurates Pashmina Fest-2025 at Katra

STATE TIMES NEWS

REASI: Commissioner Secretary, Industries & Commerce, Vikramjit Singh inaugurated the three days Pashmina Fest-2025 at temple town Katra here on Sunday.

The Fest is being organised by Jammu & Kashmir Trade Promotion Organisation (JKTPO) and sponsored by Office of the Development Commissioner (Handicrafts), Union Ministry of Textiles, under the National Handicraft Development Programme (NHDP).

JKTPO is holding this event after the successful launch of two major events, Gandhi Shilp Bazar at Kashmir Haat, Srinagar, and GI Fair Buyer-Seller Meet at Budgam.

After inaugurating the Fest, the Commissioner Secretary interacted with both buyers and artisans, appreciating their efforts and expressing strong support for the initiative. He emphasized that the festival holds immense significance in strengthening the livelihoods of local artisans, enhancing their visi-



Commissioner Secretary I&C, Vikramjit Singh inaugurating three days Pashmina Fest-2025 at temple town Katra.

bility, and expanding their market linkages at the national level. He also commended JKTPO's sustained efforts in promoting Jammu & Kashmir's rich craft heritage through such dedicated platforms.

Deputy Commissioner Reasi, Nidhi Malik was also present on the occasion. She appreciated the efforts of JKTPO for the successful launch of this commendable initiative that celebrates the rich cultural legacy and the pride of our region, the exquisite Pashmina.

Managing Director, JKTPO, Sudarshan Kumar, in his welcome address gave brief outline about the three days Pashmina Fest-2025.

Pertinently, the three days Fest, organized by JKTPO, is part of the ongoing efforts to support and revitalize Jammu and Kashmir's rich handicraft heritage. It aims to showcase the finest Geographical Indication (GI)-certified Pashmina products from the region and highlight the exceptional skills of artisans and craft enterprises, cele-

brating the timeless legacy of Pashmina craftsmanship.

With this fest, JKTPO seeks to facilitate structured B2B interactions and provide local artisans with direct market access. Featuring Basohli Pashmina from Kathua district and Pashmina from Srinagar, both recognised as authentic GI-certified products, the fest highlights their cultural significance, heritage value, and artisanal excellence.

This much-anticipated event is expected to give a substantial boost to the region's textile and handicrafts sector, offering a dynamic platform for artisans, entrepreneurs, and exporters to connect with esteemed national buyers.

This three-day festival is set to highlight the intricate artistry, cultural heritage, and traditional craftsmanship associated with authentic GI-tagged Pashmina. The event not only provides artisans an opportunity to showcase their exquisite creations but also serves as a vital bridge connecting them with reputed buyers,

exporters, and design houses from across India.

The festival aims to promote authentic GI-tagged Pashmina and foster B2B linkages between over 40+ reputed national buyers from across India - including New Delhi, Uttar Pradesh, Punjab, Haryana, Chandigarh, Uttarakhand, Andhra Pradesh, Rajasthan, and West Bengal - and 50 Pashmina artisan groups from Jammu and Kashmir. It also seeks to position Katra as an emerging hub for craft and cultural tourism.

Through Pashmina Fest 2025, the Jammu & Kashmir Trade Promotion Organisation (JKTPO) reaffirms its commitment to preserving, promoting, and modernising the region's craft heritage.

By bringing together artisans, designers, buyers, and industry leaders, the event aims to foster collaboration, innovation, and sustainability, ensuring that the traditional techniques and cultural significance of Pashmina weaving continue to flourish in the contemporary marketplace.

Rules for providing jobs to outstanding sports persons issued: Satish

STATE TIMES NEWS

SOPRE: Minister for Youth Services & Sports, Satish Sharma on Sunday laid the foundation stone for the upgradation of the Chankhan Sopore Playfield, aimed at strengthening sports infrastructure and promoting youth engagement in North Kashmir.

MLA Sopore Irshad Rasool Kar, senior officers of the J&K Sports Council, district officers, and local sports representatives attended the event. The Minister reaffirmed the government's commitment under Chief Minister Omar Abdullah's leadership to nurture a vibrant sports culture by upgrading playfields and creating better facilities for athletes.

The project, executed by the J&K Sports Council at an estimated cost of Rs. 100 lakh, will transform the

existing playfield into a modern multi-sport arena. The Minister said the upgraded facility will provide enhanced opportunities for youth engagement, recreation, and community development.

On the sidelines of the event, while responding to the demands of sportspersons and local youth, the Minister said that the Government is determined to provide all support and assistance to sportspersons, adding that rules have been notified under which Government job is provided to outstanding sports persons.

The Minister also interacted with local youth, reviewed ongoing sports infrastructure projects, and distributed prizes among the winners and runners-up of the Rahim Memorial Tournament.