

# LG Gupta calls for aggressive global promotion to revive Ladakh tourism

Pushes for high-impact initiatives to transform winter tourism

■ STATE TIMES NEWS

LEH: Lieutenant Governor of Ladakh, Kavinder Gupta, on Friday chaired a review meeting to assess Ladakh's participation in major upcoming national and international tourism events aimed at showcasing the Union Territory's unique cultural and adventure potential. At the beginning of the meeting, Administrative Secretary Sanjit Rodrigues, apprised the Lt Governor that tourism stakeholders from across Ladakh have urged the UT Administration to facilitate wider participation in major tourism and trade events, strengthen digital outreach, launch targeted promotional campaigns, enhance national and international media visibility, and collaborate with travel platforms, industry partners, and influencers to counter the sharp decline in tourist footfall witnessed in 2025. He informed that the Tourism Department has already initiated several measures, including a comprehensive plan for Ladakh's participation in key national



Lieutenant Governor of Ladakh, Kavinder Gupta chairing a meeting.

and international tradeshows such as SATTE, TTFs, OTM Mumbai, ITB Asia-Singapore, WTM London, and ITB Berlin. He assured that all tourism stakeholders will be actively involved in efforts to boost winter tourism across the Union Territory. The Lt Governor stressed the need for a long-term and dynamic strategy to ensure sustained growth in Ladakh's tourism sector. He called for an aggressive and well-structured promotional campaign across key global and domestic platforms, noting

that Ladakh's presence at prominent tourism tradeshows must translate into increased tourist footfall and year-round economic gains. Kavinder Gupta underscored that Ladakh must revive visitor numbers to the peak levels of 2022-23, when the region recorded over five lakh tourist arrivals annually. To achieve this, he directed that marketing efforts focus on the top 10 international source countries from where Ladakh attracts the most travellers. Participation in national and

international events, he said, should be leveraged as high-impact platforms to position Ladakh as one of the world's most distinctive destinations. Highlighting Ladakh's strong tourist inflow during the summer season, the Lt Governor stressed the importance of extending this momentum into the winter months. He called for high-quality familiarisation (FAM) tours for leading domestic tour operators, digital influencers, and travel media to promote Ladakh's signature winter experiences-Chadar Trek, winter sports, the Frozen Pangong Lake Marathon, horse polo, and unique wildlife sightings-to make off-season travel more attractive and commercially rewarding. Kavinder Gupta noted that such targeted interventions would not only restore Ladakh's position as a premier tourism destination but would also generate more employment and livelihood opportunities for local communities, particularly youth.



Trump says US will pause migration from 'third-world countries'

## JMC takes strict action against encroachments across Jammu



■ STATE TIMES NEWS

JAMMU: Jammu Municipal Corporation (JMC), under the guidance of its Commissioner and Joint Commissioner (R&E) and the direct supervision of Deputy Commissioner (North/South), on Friday launched a major anti-encroachment drive, resulting in the sealing and demolition of multiple illegal structures and the seizure of numerous unauthorized vendors across the city wards. The Enforcement and Revenue Staff conducted the rigorous action, underscoring the JMC's commitment to ensuring adherence to building bylaws and maintaining public spaces. The enforcement actions executed by the JMC's enforcement teams included; sealing of a commercial establishment; a restaurant named Shahi Darbar was sealed at Upper Thathar Bantalab, Ward No. 63, for violation of build-

ing bylaws and unauthorized construction/usage; demolition of an illegal tin shed structure in Rajinder Nagar, Bantalab, Ward No. 64; sealing of a temporary structure (Ward No. 28) and unauthorized structure in Bakshi Nagar, Ward No. 28 besides demolition of illegal construction (Ward No. 58); several illegal jhuggis (temporary shelters) that were under construction were demolished at Digiana, Ward No. 58. In addition to the targeted actions, the JMC conducted a large-scale anti-encroachment drive across various parts of the city to clear public thoroughfares and pavements. More than 50 illegal rehriis (vendor carts) were seized from different areas. This action aims to ease traffic congestion, improve pedestrian movement, and ensure the orderly functioning of markets.

## SRM Contractors bags second consecutive ET Infra Award; honored for strategic Leh Tunnel Project

■ STATE TIMES NEWS

NEW DELHI/JAMMU: SRM Contractors Limited has proudly secured the prestigious ET Infra Leadership Award 2025 in the category of "Excellence in Border/Remote/Hilly Region Infrastructure." The company was recognized for its successful delivery of India's longest precast cut-and-cover tunnel in Leh-a national engineering milestone executed under the most demanding conditions.

This accolade marks a significant double victory for the company, serving as SRM's



Dr. Sanjay Mehta (Chairman & Promoter), Puneet Pal Singh (Managing Director), and Neeraj Sharma (Project Manager) receiving award.

second consecutive ET Infra award this year. It follows their earlier win in the "Excellence in Railway EPC

Construction" category for reconstructing India's Highest Reinforced Soil Wall with Railway Loading for the

USBRL Project. The award-winning project is situated at a dizzying altitude of 12,300 feet in a

restricted military zone near the Line of Actual Control (LAC) and the Galwan Valley. This project features India's first unreinforced high-strength precast tunnel with pioneering anti-freeze concreting technology and modular rapid installation suited for sub-zero construction.

The award was received on behalf of the company by Dr. Sanjay Mehta (Chairman & Promoter), Puneet Pal Singh (Managing Director), and Neeraj Sharma (Project Manager).

Speaking on the occasion, the management noted that this project. Executed under extreme climatic, security, and logistical constraints, and the tunnel stands as a testament to Indian engineering resilience. By delivering critical connectivity SRM Contractors continues to be a vital partner in the nation's infrastructure development.

## CGPWA members visit JKMPCL Milk Plant, Laud Transformation



Chairman JKMPCL, Ashok Angurana speaking at a meeting.

■ STATE TIMES NEWS

JAMMU: Under its initiative of visiting landmark projects in and around Jammu, forty members of the Central Govt. Pensioners' Welfare Association, Jammu (CGPWA) on Friday visited the Milk Plant at Satwari run by Jammu & Kashmir Milk Producers' Cooperative Limited (JKMPCL). The CGPWA members led by the President, Kuldeep Khoda went around the plant and got briefing on the processes of manufacturing standardized milk and milk products and transformation in its functioning.

Welcoming the members of CGPWA to the plant, the Chairman of the JKMPCL, Ashok Angurana said that the JKMPCL has two main objectives, one is to prevent exploitation of dairy farmers and they get remunerative price of milk and the second one is to provide our products at affordable price with satisfaction of the consumers of their quality which is of the same quality as is of Amul. He said that both these objectives have been achieved and today our products are market leaders.

Angurana said that the Milk Plant of JKMPCL is the largest dairy cooperative organisation in J&K UT, handling about 2 lakh milk daily with 75000 dairy farmers operating through 1654 Village Dairy Cooperative societies including 18000 women dairy farmers. He said that the JKMPCL has made a turnaround in the

last ten years showing 20% growth in sale proceeds last year crossing Rs 406 crore, mainly due to focus on modernization, quality assurance and customer satisfaction. Angurana said that the journey of success began with special arrangement made with Gujarat Cooperative Milk Marketing Federation in 2004 on the advice of late Dr Verghese Kurien, popularly known as the Milkman of India. Under this arrangement the JKMPCL has been benefited by their guidance, technical support, marketing expertise, quality management systems and strategic direction. It is under their guidance the JKMPCL has been able to upgrade its products to the international level. He said that the JKMPCL is selling its products under the name of Amul and Snow Cap. Once a dead public sector unit twenty years ago, it is now a profit giving unit giving bonus to milk producers. There has been steady growth of these milk producers in these years. The JKMPCL had 15340 Milk producers in 2018-19 and today their number is 75000.

Referring to its milk procurement network, Angurana said that JKMPCL's societies at the ground level, have automatic milk collection facilities. With 11 Bulk Milk Coolers (BMC) sites in Jammu and 13 in Kashmir, it has robust cold chain infrastructures with a chilling capacity of 3.60 lakh litre per day. It procured 675 lakh kilograms of milk during 2024-25. Its

turnover too increased from Rs 47 crore in 2018-19 to Rs 407 crores in 2024-25. At present, it is producing six milk products - Butter Milk, Ghee, Paneer, Kheer and Ice Cream. It is planning to manufacture Kalari and trial runs are in progress. A new modern Tetra pack plant has been commissioned recently. In fact, the entire complex has been renovated in line with new management culture and vision under the slogan of Farm to families.

Angurana said that despite best efforts, 68% of the raw milk is still being supplied through unorganized sector and the Govt is keen that 100% milk should come through organized which would ensure quality products. Later, a professionally made documentary on the functioning of the JKMPCL at ground level was screened. The CEO and Member Secretary of the Board of Directors, Chirag explained its different features. All members of the visiting CGPWA lauded the achievements. Complimenting Ashok Angurana for transforming the cooperative dairy farming in J&K, the President of CGPWA, Jammu, Kuldeep Khoda said that the quality of its products is very high and can match with any high quality of milk and milk products being sold in Jammu & Kashmir under other popular brands. This, he said, is the result of the skills, commitment, hard work and vision of Chairman Angurana and his dedicated team.

## Transport Secy reviews MVD performance, drives action on enforcement, service delivery

■ STATE TIMES NEWS

JAMMU: Secretary Transport Department, Anvy Lavasa, on Friday chaired a comprehensive monthly review meeting of the Motor Vehicles Department (MVD).

The Secretary assessed the departmental performance and issued directions aimed at strengthening the public service delivery, regulatory enforcement and overall operational efficiency.

The meeting was attended by Transport Commissioner, Vishesh Paul Mahajan, Managing Director, Abdul Rashid War, Director State Motor Garages, Malik Tahir and Director General Finance, Transport Department, Intiyaz Ahmad Wani, among others. During the meeting, the Transport Commissioner



informed that the Vehicle Scrapping Facility, recently notified by the Administrative Department, has received applications. A detailed discussion was also held on the functioning of the VAHAN and SARATHI platforms, with emphasis on resolving the technical issues and removing service bottlenecks to ensure uninterrupted and efficient digital services for the public. It was apprised that the ten-

der for Vehicle Locator/Nirbhay System installation is currently under discussion with the Technical Advisory Committee (TAC).

The Secretary issued instructions for making the IDTR, Kot Bhalwal, fully operational. She asked the Transport Commissioner and Managing Director, JKRTC for operationalising ICC Samba.

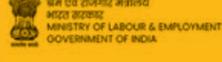
The Secretary also directed for implementation of electronic enforcement for Road Safety and fast tracking the notification of the Automated Testing Station (ATS).

She reiterated the need for early framing of the Electric Vehicle Policy besides streamlining issuance and online mapping of Route Permits. She asked for early fixation of e-Rickshaw fares for convenience

of the general public.

**PUBLIC NOTICE**

It is hereby informed that Peer Panchal Educational Trust (Regd.), Mahore, District Reasi, through its Chairman Shri Khalid Jahangir Malik, is initiating the process for sale of the land/property situated at Village Asarwan, Tehsil Bhalwal, District Jammu, falling under: -Khasra No.: 2639 -Khata No.: 26 -Khwat No.: 2521 (Located outside Jammu Municipality limits) The said property has been purchased by The Fairfield Foundation and Welfare Trust-J&K, through its Managing Trustee. Any person having any objection to the above transfer if property is hereby called upon to submit such objection(s), along with supporting documents, to the Concerned Tehsildar Kot Bhalwal / Managing Trustee, The Fairfield Foundation Education & Welfare Trust-J&K on jghjammu@gmail.com within 15 days from the publication of this notice. No objections shall be entertained thereafter. For Managing Trustee Fairfield Foundation and Welfare Trust-J&K, Kot Bhalwal, Jammu jghjammu@gmail.com Date: 28.11.2025


  
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- ✓ Mandatory appointment letter for all workers
- ✓ Uniform standards of health, safety and welfare
- ✓ Mine workers now covered under ESI
- ✓ Mandatory free annual health check-up for workers
- ✓ Accident compensation also covers travel from home to workplace
- ✓ Women now permitted to work in night shifts with consent and adequate safety measures



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