

# CM reviews tourism promotion strategy

Calls for focussed, well-planned, strategic marketing and promotional campaigns

■ STATE TIMES NEWS

JAMMU: Chief Minister Omar Abdullah on Tuesday chaired a meeting to review tourism promotion and publicity activities of Tourism Department with a focus on enhancing the J&K's visibility and increasing visitor engagement to further strengthen J&K's tourism profile.

The Chief Minister directed the Tourism Department to prepare an advance annual calendar of events to ensure better planning, effective execution and improved coordination. He stressed the need for high-quality, meaningful designs and effective presentation at national and international travel marts, and instructed that all stalls and promotional material must reflect the true strength and potential of J&K tourism.

Directing targeted promotional strategies, the Chief Minister said that tourism publicity and advertising should be focused on airports with high footfall of tourists in cities such as Jaipur, Udaipur



Chief Minister Omar Abdullah chairing meeting of Tourism Department.

and Goa. He asked the department to identify the top ten airports in the country in terms of tourist traffic and undertake focused advertising and marketing campaigns at these locations.

The Chief Minister also called for early finalisation of dates for the Kashmir Marathon and stressed on incentivizing participation of local and national-level runners and enthusiasts by having a wide spread of prizes so that it encourages greater participation. He directed that a title sponsor should be identified for the Kashmir Marathon on the pattern of

major marathon events such as the Delhi and Mumbai Marathons. He further suggested introducing themed short-distance runs such as a "Tulip Run" during spring and a "Chrysanthemum Run" during the autumn season.

He emphasised the use of Virtual Reality (VR) technology at travel mart stalls, stating that immersive digital walk-throughs of destinations would generate greater interest and create a strong recall value among potential tourists.

Earlier, the Department of Tourism gave a presentation on publicity and promotion

initiatives taken during 2025, highlighting a multi-pronged strategy to position Jammu and Kashmir as a leading all-season global tourism destination. It was informed that high-impact digital campaigns through social media, short videos, reels and airport

screen promotions have significantly enhanced online engagement. The department's official handles have crossed 10 lakh followers, registering over 300 per cent growth in engagement and more than four million views across platforms.

The meeting was attended by Advisor to the Chief Minister Nasir Aslam Wani, Additional Chief Secretary to the Chief Minister Dheeraj Gupta, Additional Chief Secretary Tourism Ashish Chander Verma, Managing Director, J&K Tourism Development Corporation, Directors of Tourism Kashmir and Jammu, and other concerned officers.

## Mubarak Mandi Heritage Cafeteria-cum-Library inaugurated; Public Opening Expected by New Year!

■ MALU SHARMA

The historic Mubarak Mandi complex in Jammu is poised to transform into a significant cultural hub for tourists, presenting a distinctive chance to delve into Dogra heritage. In a notable achievement for the area's cultural and tourism growth, the Heritage Cafeteria and Library will formally welcome visitors on New Year's Day.

This modern facility has come about due to an extensive renovation initiative spearheaded by Jammu Smart City Limited, carried out under the meticulous oversight of the Mubarak Mandi Jammu Heritage Society to guarantee the historical significance of the site remains intact. The initiative, with an investment of around Rs 3.29 crore, was launched by Chief Secretary Atal Dulloo on November 30, 2025.

After the construction, the cafe-



teria and library operations were transferred to a private vendor through a Public-Private Partnership (PPP) model, established by a Memorandum of Understanding between Jammu Smart City and the Mubarak Mandi Heritage Society. Located in the magnificent Mubarak Mandi Palace, the newly created area provides a distinctly unique royal atmosphere. The cafeteria offers an

elegant dining atmosphere with lavish seating options both indoors and outdoors, enhanced by central air conditioning for comfort throughout the year, and showcases vintage and visually appealing furniture.

The library in the complex focuses exclusively on the history of Jammu and Kashmir. Guests can engage with the area's history, discovering its development, historical and con-

temporary leaders, their impacts, and key events, all while savoring drinks in a lavish atmosphere. Additionally, the infrastructure surrounding the location is being enhanced with the construction of a multi-level parking structure, for which the Chief Secretary also performed the groundbreaking.

This parking facility will utilize ramp-based technology and feature Dogra heritage architecture, accommodating 200 cars and 50 two-wheelers to support the new facility and upcoming projects in the area.

The launch of the Heritage Cafeteria-cum-Library on New Year's Day is expected to be a major boost for tourism, integrating the journey of Shri Mata Vaishno Devi pilgrims with a rich cultural experience at this historic Dogra landmark.

## CB files chargesheet against ex-police official in fraudulent appointment case

■ STATE TIMES NEWS

POONCH: The Special Crime Wing, Jammu of Crime Branch J&K on Tuesday filed chargesheet against an ex-police official Sg. Ct. Mohd. Tahir, son of Mohd. Hussain, resident of Banola Chhatral, Tehsil Mendhar, District Poonch, in a cheating and fraud case (FIR No. 04/2024) registered under sections 420, 465, 468, 471 RPC read with Section 5(2) of the Prevention of Corruption Act, Svt. 2006 at Police Station SCW-Jammu.

Sharing details, Sanjay Parihar, SSP, Special Crime Wing Jammu, said that the case originated from a written complaint submitted by the complainant, a resident of Pathanateer, Tehsil Mendhar, District Poonch.

The complainant alleged that accused Sg. Ct. Mohd. Tahir deceitfully induced him on the pretext of securing appoint-

ment in the Jammu & Kashmir Police in exchange for money. It was further alleged that the accused handed over a fake and forged appointment order, thereby cheating the complainant dishonestly and fraudulently.

"Investigation of the case was conducted by Dy SP Javid Iqbal Tabassam, who after completing the investigation formally presented the charge sheet, against the accused person, before the Court of the Additional Sessions Judge (Anti-Corruption Court), Poonch, for judicial determination," Parihar said.

The Crime Branch reaffirmed its commitment in pursuing cases of corruption and fraud with zero tolerance and ensuring that such offenders are brought to justice through due legal process.

## LG Kavinder calls financial institutions catalysts of socio-economic change in Ladakh



LG Ladakh, Kavinder Gupta speaking at a programme.

■ STATE TIMES NEWS

LEH: Lieutenant Governor of Ladakh, Kavinder Gupta, emphasised the crucial role of financial institutions in driving holistic and sustainable development, especially in remote and ecologically fragile regions like Ladakh. He said banks serve as catalysts of socio-economic progress by enabling aspirations, entrepreneurship, and long-term community empowerment. "Expanding banking services forms the bedrock of true empowerment, enabling economic self-reliance and inclusive growth," he noted.

The Lt Governor was speaking at the launch and sensitisation programme for the Focused Rural Development Project and the Holistic Rural Development Project, supported by HDFC Bank Parivartan and implemented by Himmotthan Society. The initiatives will

cover 35 revenue villages across Changthang, Nimoo, and several border areas of Ladakh.

The three-year programme aims to enhance the quality of life for nearly 3,000 families through sustainable and climate-resilient development. Major interventions include strengthening Village Development Committees, constructing improved solar greenhouses and artificial glaciers, renovating irrigation canals and water reservoirs, installing automated weather stations and solar photovoltaic systems, developing smart schools, and organising community health camps.

Commending HDFC Bank's CSR outreach in Changthang and Sham Valley, Kavinder noted that the project is expected to benefit more than 2,500 households, particularly nomadic communities and

small farmers. He said that targeted interventions in livelihoods, agriculture, water security, renewable energy, health, and education would help build resilience against climate-related challenges.

He stressed that community participation remains central to Ladakh's development model, expressing confidence in panchayats, women's SHGs, youth and grassroots institutions. Beyond infrastructure, he highlighted the project's emphasis on capacity building to ensure long-term sustainability. "Such efforts lay a strong foundation for future generations of Ladakh," he said.

The Lt Governor praised HDFC Bank and Himmotthan Society for focusing on Ladakh's underserved regions, calling the initiative "an example of corporate responsibility toward strengthening border communities." He assured full administrative support for timely implementation.

During the event, he visited stalls showcasing products from artisans, SHGs and FPOs, and felicitated Aprirot and Vegetable FPO representatives. Senior officials, NGO representatives, community leaders and members of HDFC and Tata Trusts were also present.

■ STATE TIMES NEWS

SRINAGAR/NEW DELHI: A team of the National Investigation Agency (NIA) on Tuesday carried out searches in the forest area in Anantnag district as part of its probe into the November 10 blast near the Red Fort in Delhi, officials said.

They said the NIA sleuths, assisted by police and CRPF, brought along two of the accused, Dr Adel Rather and Jasir Bilal Wani, arrested in connection with the "white collar" terror module.

The two accused had told the investigators about some hideouts in the Mattan forest area of the south Kashmir



district, according to the officials. Further details are awaited.

Meanwhile, a Delhi court has extended the NIA custody of Amir Rashid Ali, an accused in the Red Fort blast case, by seven days.

## IGP Traffic reviews traffic management in Jammu City

■ STATE TIMES NEWS

JAMMU: Mohd Suleman Choudhary, IPS, Inspector General of Police, Traffic, J&K, on Tuesday chaired review meeting with officers and officials of Traffic City Jammu, focusing on strengthening traffic regulation and enhancing overall mobility across Jammu City. The meeting was attended by Dr. Mohd. Haseeb Mughul, DIG Traffic Range Jammu; Amit Bhasin, SSP Traffic City Jammu; Arvinder Singh Kotwal, Addl. SP Traffic City Jammu; along with all DySPs and DTIs of Traffic City Jammu. During the meeting, the IGP Traffic J&K issued firm directions to identify all major congestion points, analyse root causes, and implement practical, time-bound measures to streamline vehicular movement. He stressed that traffic officers must adopt a problem-solving approach, ensuring that every bottleneck is addressed through coordinated field action and continuous monitoring.

Choudhary laid strong emphasis on a visible on-ground presence of Traffic Police personnel, especially during peak hours and at sensitive junctions. He noted that consistent deployment of DySPs and DTIs is essential not only to regulate traffic but also to assist commuters and enforce traffic discipline effectively. Calling for robust field supervision and daily monitoring of high-volume corridors, the IGP directed officers to submit detailed decongestion plans along with clear timelines.

## Rice Diversion Scam: Charge-sheet filed against senior FCS&CA officials

■ STATE TIMES NEWS

SOPORE: The Economic Offences Wing (EOW) of Crime Branch Kashmir has filed a charge-sheet in FIR No. 07/2020 under Sections 409, 420, and 120-B RPC against three senior officers of the Food, Civil Supplies & Consumer Affairs (FCS&CA) Department, in a major rice diversion scam.

The accused include Siraj-ud-Din Bhat, Mohd Hussain Bhat, and Mohammad Shafi Rather, who held key positions in PEG Baramulla and Hygam granaries.

The case came to light following a communication

from the Directorate of FCS&CA regarding suspected misappropriation of rice from Hygam and Baramulla granaries. Acting on the inputs, a probe was launched, and a Joint Surprise Check (JSC) revealed serious discrepancies in rice dispatch records. Seven truckloads of rice were allegedly recorded as delivered to multiple sale centres, which, however, denied receiving any stock.

Further investigation confirmed that fraudulent challans were procured and managed by the accused officers in collusion with certain FCI officials,

resulting in significant loss to the state exchequer.

Commenting on the development, SP EOW, Crime Branch Kashmir, said, "The investigation established clear criminal conspiracy and misappropriation of government food grains. The charge-sheet has been filed based on documentary and oral evidence, and we are confident that the judicial process will ensure accountability."

The charge-sheet under Section 173 Cr.PC has now been submitted before the Chief Judicial Magistrate, Sopore, for further judicial proceedings.

## AIIMS Jammu hosts comprehensive CME-cum-simulation workshop on Obstetric Anaesthesia

■ STATE TIMES NEWS

JAMMU: AIIMS Jammu organised a comprehensive CME-cum-Simulation Workshop on Obstetric Anaesthesia, built around the central theme "Preventing the Preventable," bringing together a distinguished assembly of experts, residents, post-graduate trainees and over 70 delegates from medical institutions across Jammu & Kashmir.

The initiative, led by the Department of Anaesthesiology, served as a platform to integrate academic dialogue with hands-on simulation-driven training, aiming to strengthen maternal safety protocols and elevate clinical preparedness in obstetric anaesthesia.

The scientific deliberations featured esteemed national faculty, including Prof. Kajal Jain, Prof. Anju Grewal and Dr. Soumya Sarkar from PGIMER Chandigarh and AIIMS Bathinda, whose sessions offered deep insights into evolving standards of labour analgesia, high-risk obstetric evaluation, neonatal resuscitation environments and structured perioperative planning.



Prof. (Dr.) Shakti Kumar Gupta, ED & CEO, AIIMS Jammu posing with other dignitaries.

Their contributions were supplemented by expert perspectives from Dr. Manokanth Madapu of Fernandez Hospitals, Hyderabad, renowned for his work in specialised obstetric anaesthesia models; Dr. Meeta Gupta from AIIMS Jammu, discussed intrapartum anaesthesia considerations in resource-variable settings; and Dr. Renu Wakhloo from GMC Jammu, highlighted the region-specific maternal risk burdens and the evolving contextual needs of obstetric emergency networks.

Delegates and participating faculty from GMC Jammu, GMC Kathua, GMC Rajouri, GMC Udhampur, ASCOMS, SMVDU College of Nursing and other medical and health institutions enriched the inter-disciplinary discourse, ensuring representation across training levels and service frameworks.

This inclusivity reinforced the academic value of the workshop while allowing participants to correlate simulation protocol outcomes directly with real-world obstetric pres-

sure environments.

The scientific programme was designed to blend structured theoretical instruction with immersive simulation modules, enabling participants to navigate complex maternal emergencies such as postpartum haemorrhage, obstetric airway compromise, delayed recognition of anaesthetic complications and multi-team response alignment.

The hands-on simulation sessions highlighted the value of team coordination, early clinical triggers, escalation pathways and

communication precision-factors recognised globally as determinants of maternal outcome improvement.

Prof. (Dr.) Shakti Kumar Gupta, Executive Director & CEO, AIIMS Jammu, welcomed all participants to the Obstetric Anaesthesia CME-cum-Simulation Workshop, highlighting the theme "Preventing the Preventable" as a vital step towards safe motherhood and reducing preventable maternal mortality.

He appreciated the workshop's practical and hands-on approach, covering critical obstetric scenarios, labour analgesia, obstetric haemorrhage management, and emergency preparedness, emphasizing the role of high-fidelity simulation in enhancing clinical skills, judgement, and team coordination.

Prof. Gupta encouraged delegates to actively engage, learn from each session, and strengthen interdisciplinary collaboration, noting that every insight gained today directly contributes to improving maternal care outcomes. The workshop was curated and executed with notable precision by the Department of Anaesthesiology, AIIMS

Jammu. Organizing Chairperson Dr. Sumana Gupta and Organizing Co-Chairperson Dr. Shruti Sharma led the initiative, supported by Scientific Committee Chairperson Dr. Raksha Kundal, Organizing Secretary Dr. Sandeepika Dogra, Organizing Co-Secretary Dr. Kanika Gupta and Simulation Committee members Dr. Sloni Gupta and Dr. Alesha Gupta.

Their leadership ensured systematic academic progression, robust simulation transitions and participant engagement across all modules of the programme.

Through academic exchange, advanced simulation exposure and multi-institutional participation, the workshop reaffirmed AIIMS Jammu's commitment to strengthening the national landscape of maternal care delivery.

It further reinforced the institute's position as a regional centre for patient safety enhancement and anaesthesia training, creating a sustained pathway for clinical preparedness, skilled response systems and high-fidelity learning in obstetric crisis management.