

# Pepsico India launches its Iconic Hydration Brand 'Gatorade' in J&K



Dignitaries launching Pepsico India's Iconic Hydration Brand 'Gatorade' in J&K.

## ■ STATE TIMES NEWS

JAMMU: PepsiCo India is expanding its beverage offerings in Jammu & Kashmir with the launch of its iconic hydration brand, Gatorade for the first time in the market. Gatorade is known for its commitment to inspire young individuals to lead active lifestyles and reinstates the important role hydration plays in helping them unlock their full potential. Gatorade will be available in Jammu & Kashmir in all three of its flavors: Blue Bolt, Orange, and Lemon. With the rollout of Gatorade across Jammu & Kashmir, PepsiCo India will further the brand's ongoing 'Sweat Makes You Shine' messaging and campaign in the state. Beyond refueling audiences physically to combat dehydration, Gatorade will inspire all consumers

with the confidence and self-belief they need to achieve peak performance. The launch of Gatorade was celebrated by a marquee event in Jammu in the presence of renowned personalities including Vivrant Sharma, Head Coach, Seniors of JKCA, Brig. Anil Gupta, Member of the Jammu & Kashmir Cricket Association (JKCA), and Shubham Khajuria, Current Captain- Jammu & Kashmir cricket team and former India U19 player. The event also welcomed PepsiCo India leadership and Anurag Jaipuria, Owner- Jai Beverages Pvt. Limited. These designated guests engaged in a conversation that highlighted Gatorade's role in hydration and maintaining an

active lifestyle, positioning it as the preferred choice for athletes and fitness enthusiasts alike. Ankit Agarwal, Associate Director, Energy & Hydration, PepsiCo India says, "Backed by GSSI (Gatorade Sports Science Institute), Gatorade has consistently been at the forefront of hydration, delivering athletes and people with active lifestyles the essential means to enhance their performance through consistent replenishment. We are thrilled to bring Gatorade to Jammu & Kashmir and are hopeful that we inspire professional athletes or anyone who enjoys an active lifestyle across the region to keep pushing the limits and stay hydrated in their fitness journey with Gatorade."

Saurabh Sharma, Director PepsiCo- North, East and Central said, "As we introduce Gatorade in Jammu & Kashmir, I'm absolutely thrilled. Our

goal is to inspire everyone in the region, be they athletes or those who follow active lifestyle, to stay hydrated and pursue their goals with the support of Gatorade every step of the way." Sami Butt, VP Sales, and Marketing, Jai Beverages Pvt Ltd said, "Gatorade believes in the importance of staying active and healthy. We're happy to bring Gatorade to Jammu & Kashmir, hoping to motivate athletes and active individuals to stay hydrated and reach their goals."

# DGP J&K sanctions welfare loan relief of over 1.77 Cr to Police personnel

## ■ STATE TIMES NEWS

SRINAGAR: In its continued efforts to support the welfare of serving, retired, and NoK of deceased police personnel, as well as Special Police Officers (SPOs), the Director General of Police (DGP), J&K, R.R Swain has sanctioned welfare loan/relief and financial assistance of over Rs 1.77 crore in favour of 180 of Police personnel. As per an order of PHQ, DGP J&K has sanctioned welfare loan of Rs 1.10 crore in favour of 72 personnel for the purpose of medical treatment of themselves or their dependents.

Additionally, 17 personnel have been provided a welfare loan of Rs 22 lakh for the purpose of self-marriage or their wards' marriage. Rs 1.5 lakh has also been sanctioned for the higher education of a police official's ward. Welfare relief of Rs 11.30 lakh in favour of 37 police personnel has also been sanctioned. It is noteworthy that welfare loans are refundable, while welfare relief is non-refundable. Vide another order, DGP has sanctioned welfare relief of Rs 15.40 lakh in favour of 42 retired/NoK of deceased police personnel for the purpose of medical treatment, wards' marriage, or to ease up their financial distress.

He has also sanctioned financial assistance/medical relief of Rs 16.98 lakh in favour of 48 Special Police Officers (SPOs) who are engaged with the J&K Police in different districts. These welfare measures are aimed to support J&K Police personnel and their families, as well as SPOs, in times of need. The department remains dedicated to ensuring the well-being of its serving and retired personnel, as well as the families of martyrs/deceased police personnel.

# NC guarantees for jobs to locals, land protection, peace, prosperity and security: Rattan Lal

## ■ STATE TIMES NEWS

JAMMU: Rattan Lal Gupta, Provincial President JKNC Jammu on Friday emphasized the unwavering commitment of National Conference to the welfare and prosperity of the people of Jammu and Kashmir. Asserting that the NC represents a steadfast guarantee for jobs to local youths of Jammu and Kashmir, land protection, peace, and security, he outlined a comprehensive vision for the J&K future preserving their economic opportunities and fostering growth within our communities.

In a statement issued to media here today, the senior NC leader highlighted the party's dedication to land protection, emphasizing that local lands will be safeguarded against any encroachments or unjust acquisitions. "Our land is our heritage and our future. The NC

pledges to protect this invaluable resource for the people of Jammu and Kashmir," he asserted. Expressing concern about security, he assured the public of the party's firm stance on maintaining peace and stability. He said that NC has been dedicated to the social, economic, and political advancement of J&K. Rattan Lal Gupta made a fervent appeal to the people of Anantnag- Rajouri Parliamentary constituency

to vote and support NC candidate Mian Altaf Ahmed to eradicate corruption, to get rid of misrule and misgovernance. He said that BJP's proxy government has promoted corruption and unemployment because of policy deficit and lack of will power. The Provincial President recalled NC's term in power asserting that Rajouri and Poonch witnessed pioneering initiatives under NC leadership as creation of Administrative Units to give

service at the door steps of the people, Medical College at Rajouri and many more development projects saw the light of the day during the NC regime. NC further ensures that rail service reaches these twin border districts at the earliest. He declared that on June 4, all the six candidates of India Block shall be won the elections this is the wish of lakh of people and they are voting for bringing this change in J&K and Ladakh.

# Kavinder releases short story book in Dogri 'Yianayn Badde Siane' Says future of Dogri lies in hands of younger generation

## ■ STATE TIMES NEWS

JAMMU: Senior BJP leader and former Deputy Chief Minister Kavinder Gupta on Friday unveiled a new short story book in Dogri titled "Yianayn Badde Siane" at a function organized by Nani Dogri Sanstha at KL Sehgal Hall, Jammu.

The book, authored by Shambu Ram Pyasa, features fourteen short stories that blend the essence of traditional roots with contemporary, scientific, and logical thought.

On the occasion, Padma Shri Mohan Singh presided over the function while Shalender Singh, SSP Railways and Sahitya Akademi Awardee, was the Guest of Honour; Sriyansh Kumar Jain, Yogaacharya, was Special Invitee and Brij Mohan, a famous lyricist and music composer, was the Special Guest. Prof. Anupama Sharma, renowned singer of Duggar and Patron NDS, and the writer Shambu Ram Pyasa also shared the dais.



Senior BJP leader Kavinder Gupta and others unveiling short story book in Dogri titled "Yianayn Badde Siane".

Mitu Kumari Minia, a PhD scholar of Jammu University Dogri Department, presented a detailed paper on the book, which was appreciated by all. Capt. Lalit Sharma, IFS APCCF (Retd), Convener NDS, in his opening address, described the book as thought-provoking, educative, and motivational for children. Padma Shri Mohan Singh welcomed the book as a proud addition to Dogri literature.

Speaking on the occasion, Kavinder Gupta, who was Chief Guest of the event, highlighted the significance of preserving and promoting regional languages like Dogri. He praised Shambu Ram Pyasa for his remarkable contribution to Dogri literature and emphasized the importance of literature in reflecting the culture and values of a society. Kavinder also urged the youth to come forward and

actively engage in preserving and promoting the Dogri language. Emphasizing the crucial role that young people play in the cultural continuity of a community, he highlighted the need for their involvement in literary and cultural activities. He encouraged them to take pride in their linguistic heritage and to contribute to its enrichment by reading, writing, and speaking in Dogri. He stressed that the future of Dogri lies in the hands of

the younger generation, and their efforts will ensure that this rich and beautiful language thrives for years to come.

Brij Mohan expressed that poetry and music are powerful tools to popularize a language, which needs to be emphasized.

Shalender Singh carried out a detailed review of the book and described it as a literary asset for children. Shambu Ram Pyasa also shared his writing experiences of the published book.

Jang S. Varman, a renowned journalist who has sketched the photographs for the stories, was honored by the dignitaries.

All the participants unanimously passed a resolution for a separate Duggar channel to propagate Duggar culture and to provide a digital platform for writers and artists to reach the common man.

Dr. Chanchal Sharma, a famous Dogri writer and singer, extended the formal vote of thanks.

# Mission Shakti Jammu organises health talk in Anganwadi Centres



District Mission Coordinator Mission Shakti Shagun Manchanda and Dr Suksham Saini Gynecologist and others at a health talk.

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JAMMU: Mission Shakti, SANKALP -Hub for Empowerment of women Jammu organised health talk in Anganwadi Centres focusing on reproductive health and hygiene, here on Friday. These sessions were held at Janipur and Gangyal Anganwadi centers where Anganwadi workers and

local women were made aware of dos and don'ts for maintaining good health. The initiative forms part of the broader efforts to empower women and girls with knowledge and resources that are critical for their health and well-being. It aims to address the stigma and misinformation surrounding menstrual health and reproductive issues, fostering a more supportive and informed community environment. Under the supervision of District Mission Coordinator Mission Shakti Shagun Manchanda, the sessions were taken by Dr Suksham Saini Gynecologist CHC R S Pura. Details of the Health Talk Series included Interactive Sessions, Educational Materials, Q&A Session.

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# Dharmarth Trust pays tributes to Maharani Yasho Rajya Lakshmi on her death anniversary



JKDT members paying tributes to Maharani Yasho Rajya Lakshmi, wife of Dr Karan Singh.

## ■ STATE TIMES NEWS

JAMMU: Respectful homage paid to Maharani Yasho Rajya Lakshmi, wife of Maharaja Dr Karan Singh, Chairman Trustee of J&K

Dharmarth Trust in a programme organised at Karaneshwar Temple in the premises of Shree Raghunath ji Temple, Jammu.

On the occasion, Brig R.S Langeh (Retd), President of the Trust and Ashok Kumar (IPS Retd) Secretary performed Pooja at Karaneshwar Temple and prayed for the eternal peace to the departed soul. Speaking on the occasion, Brig R.S Langeh said that though she has left the world but she has made a permanent place in the hearts of the people of Jammu and Kashmir. "She will be remembered by the people for centuries together for playing a significant role during the transformation of the state from feudalism to democracy. She dedicated her life for the welfare of women folk and contributed a lot for the promotion of

Dogra, Kashmiri and Ladakhi Culture and her noble deeds have remained as a driving force inspiring the women folk of the state", he maintained. Secretary, Ashok Kumar also highlighted Maharani Yasho Rajya Lakshmi's dedication to social causes and cultural preservation. "Maharani Yasho Rajya Lakshmi's contributions to our society are immeasurable. Her efforts in empowering women and promoting our rich cultural heritage have left an indelible mark on our community. Her legacy serves as a beacon of inspiration for all, reminding us of the importance of service, dedication, and cultural pride," he said.

# Strengthen hands of PM Modi by supporting Zafar Manhas in Rajouri-Anantnag LS seat: Purnima

## ■ STATE TIMES NEWS

JAMMU: Adv Purnima Sharma, Spokesperson BJP, J&K and former Deputy Mayor called upon the people of Rajouri-Anantnag to strengthen the hands of Prime Minister Narendra Modi by supporting Apni Party candidate Zafar Iqbal Manhas in the upcoming Lok Sabha elections on May 25. Emphasizing the significance of this election, she appealed to the electorate to ensure maximum participation at the polls scheduled for May 25. "Prime Minister Modi's vision for a stronger, more prosperous India needs the support like-minded political parties like Apni Party," she said in a statement issued here today.

Highlighting the achievements of the Modi government, Purnima reiterated the importance of continuing the momentum of growth and development in Jammu and Kashmir. She mentioned that it was the Modi government that provided the reservation benefit to the Paharis, recognizing their unique needs and ensuring they receive the opportunities and support necessary for their development. This significant

step reflects the government's commitment to the upliftment of all communities, including the Paharis. "The initiatives undertaken by the Modi Govt have significantly improved infrastructure, security, and economic opportunities in Jammu and Kashmir. To maintain this progress, it is crucial that we elect leaders who align with this vision," she said. The senior BJP leader also addressed the need for active voter participation. "Democracy thrives when every voice is heard. I urge all eligible

voters to come out in large numbers on May 25 and cast their votes. Your participation is not just a right but a responsibility towards shaping the future of our nation," she appealed. Adv. Purnima expressed her confidence in the electorate's ability to make an informed choice. "Let us come together to support Zafar Iqbal Manhas and contribute to the ongoing journey of development under the leadership of Prime Minister Narendra Modi, aiming to make India a 'Viksit Bharat,'" she concluded.

# Cultural Activist Mohd Yaseen meets Principal Secy, raises concerns

## ■ STATE TIMES NEWS

JAMMU: Mohd Yaseen, a young theatre practitioner and recipient of the National Scholarship and Fellowship from the Ministry of Culture, Government of India, raised serious concerns regarding malpractices within the J&K Academy of Art, Culture, and Languages (JKAACL) during his meeting with Suresh Gupta, Principal Secretary of the Department of Culture.

Yaseen highlighted allegedly mishandling of theatre bookings and misappropriating funds. Yaseen alleged that a significant portion of the expenditure was directed towards vendors, with a meager percentage reaching the artists, thereby hindering the promotion of art and artists. Yaseen also brought attention to irregularities in procurement,



Theatre practitioner, Mohd Yaseen calling on Suresh Gupta, Principal Secretary of the Department of Culture.

citing the purchase of air conditioning units at inflated prices through the Government e-Marketplace platform instead of repairing existing infrastructure. He further highlighted the unauthorized book publications without proper approvals. Additionally, Yaseen raised concerns about the repeated awarding of events to a select group of artists under different names. In response to these allegations, Principal Secretary Gupta assured Yaseen of appropriate action against the culprits, signaling a commitment to address malpractices within the Academy.

# JU triumphs at VI Nirmala Devi Bam International Moot Court Competition



Winner University of Jammu team after receiving prizes.

## ■ STATE TIMES NEWS

JAMMU: The team from

The Law School, University of Jammu has emerged victorious at the prestigious VI Nirmala Devi Bam International Moot Court Competition held at the Indore Institute of Law. The competition saw participation from 33 law schools, including National Law Universities (NLU) from Mumbai, Bhopal, and Lucknow, as well as O P Jindal University and several other recognized institutions. The triumphant team from Law School Jammu

comprised Pratham Thapa and Ishita Bandral, both eighth-semester students, who excelled as speakers and Arushi Mengi, a fourth-semester student who served as the researcher. Their exceptional performance secured them the coveted "Best Memorial" title. Under the expert guidance of Dr. Manju Jamwal, Director of the Law School, and Dr. Monika Bhardwaj, Moot Court Coordinator, the team demonstrated out-

standing legal acumen and oratory skills. Their success is a testament to the high standards of legal education and mentorship provided at the University of Jammu. "The competition was a great learning experience for us, and we are proud to have brought this honor to our law school," said Arushi Mengi. Pratham Thapa and Ishita Bandral echoed this sentiment, expressing gratitude for the support and guidance they received from their mentors.