

‘Purple Revolution’ has shifted focus to Agri-tech Start-Ups: Dr Jitendra

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NEW DELHI: Union Minister of State (Independent Charge) Science & Technology; Minister of State (Independent Charge) Earth Sciences; MoS PMO, Personnel, Public Grievances, Pensions, Atomic Energy and Space, Dr Jitendra Singh said that "Purple Revolution" has shifted focus to Agri-tech Start-Ups.

In an exclusive interview to a national weekly magazine, Dr Jitendra Singh said that due to high monetary returns, farmers in hilly areas of Jammu and Kashmir are switching from traditional farming to aroma crops like lavender in a big way. He added that aroma crops are both drought and pest resistant, and CSIR is providing all kind of technical support for promoting this Agri Start-up boon in the UT.

The Minister informed that CSIR is also planning to introduce the aroma crops in other hilly States with similar climatic conditions like Uttarakhand, Himachal Pradesh and in North-Eastern States.

Dr Jitendra Singh said, Centre's Aroma Mission, ably supported by CSIR, is changing the mind-set of farmers and more and more of them are taking up the cultivation of aroma crops like lavender, lemon grass, rose and marigold for extracting costly oils to be used in many industries. He said, the oils selling about Rs 9,000 per litre are used in making incense sticks and also being used for room sprays, cosmetics and therapeutics.

Dr Jitendra Singh said, there is a need for wide-



Union Minister Dr Jitendra Singh briefing media on "Purple Revolution" in J&K, at New Delhi on Wednesday.

spread publicity that IIM Jammu was helping the Start-ups in aroma and lavender farming to sell their produce. Prominent companies like Mumbai based Ajmal Biotech Private Limited, Aditi International and NavnaitriGamika, etc., are the primary buyers, he added.

Last month, Dr Jitendra Singh inaugurated the country's first 'Lavender Festival' at Bhaderwah, the birthplace of India's Purple Revolution and

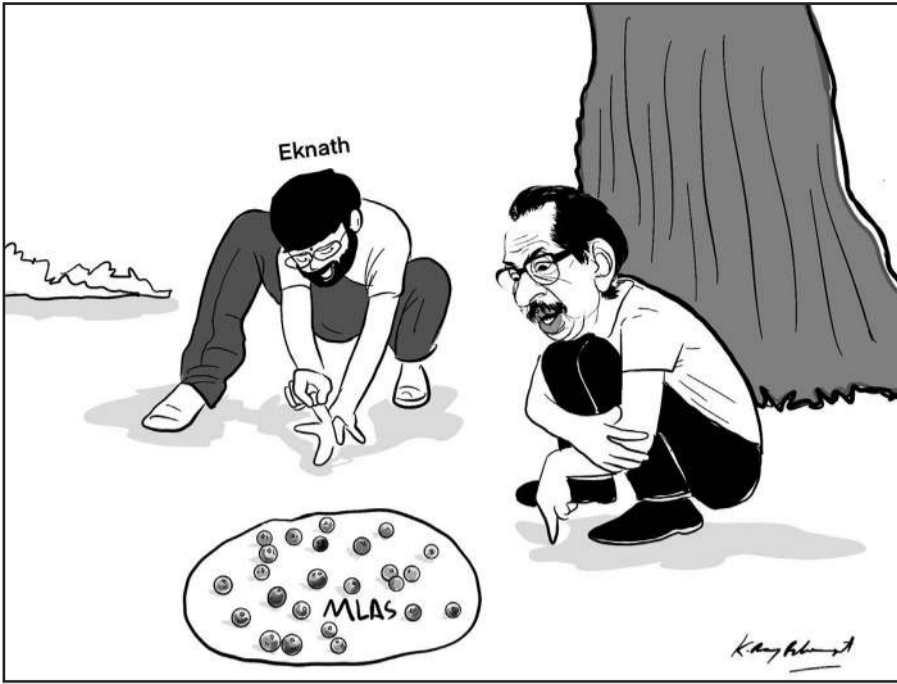
said that it became possible only because of the progressive thinking of Prime Minister Narendra Modi who after taking oath as PM in 2014 stressed that the regions which did not receive due priority in the past would be raised to the level of developed regions.

Dr Jitendra Singh informed that Aroma Mission is attracting Start-ups and agriculturists from across the country, and during Phase-I, CSIR helped cultivation on 6,000 hectares of land and covered 46 Aspirational districts across the country. More than 44,000 persons have been trained and several crores of farmers' revenue generated. In the second Phase of Aroma Mission, it is proposed to engage over 45,000 skilled human resources with the aim of benefitting more than 75,000 farming families across the country.

CSIR-IIIM introduced lavender to farmers in Doda, Ramban, Kishtwar, Kathua, Udhampur, Rajouri, Pulwama, Anantnag, Kupwara and Bandipora districts of J&K. It provided free quality planting material and end-to-end technology package on cultivation, processing, value addition and marketing of the Lavender crop to the farmers.

CSIR-IIIM also installed 50 distillation units - 45 fixed and five mobile - at different locations across J&K under CSIR-Aroma Mission.

Lavender cultivation has employed about 5,000 farmers and young entrepreneurs in geographically remote areas of J&K. More than 1,000 farming families are cultivating it on more than 200 acres.



BJP Govt empowering villages for ‘Atmanirbhar Bharat’: Sukhnandan

‘Tender called for Sum Danga-Teku Tera road under PMGSY scheme’

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JAMMU: Dream of establishing an Aatmanirbhar Bharat will only be realised when our villages are Aatmanirbhar; said former Minister and senior BJP leader Choudhary Sukhnandan Kumar.

Addressing the locals at Panchayat Haripur (Tawi Island) at Phallian Mandal, Choudhary Sukhnandan urged the youth to contribute towards 'Gramin Vikas.' He further informed that tender for road from Sum Danga to Teku Tera, Sohajana under PMGSY scheme tender has been invited at the cost of Rs 1.58 Crore.

Rural development by empowering our villages especially border villagers is key to realising the dream of 'Aatmanirbhar Bharat.'

"Without rural development, our development is not possible. Today, 70 per cent of population in our country and in J&KL are in rural India. If our villages become active contributors to India's development and progress, We can become a 5 trillion dollar economy as predicted by PM Narendra Modi over the next five years.



Senior BJP leader Choudhary Sukhnandan Kumar addressing public meeting at Panchayat Haripur.

He said the dream of establishing an Aatmanirbhar Bharat will only be realised when our villages are Aatmanirbhar.

Sukhnandan further urged them to contribute towards rural development as the focus of their professional vision.

"I want to say to all graduates that you might have been placed anywhere or you may work anywhere in companies...or major financial institutions but the education and sanskaar you have got here will be in your soul. You will be

devoted to gramin vikas for your lifetime," Sukhnandan suggested the youth of border village in Panchayat Haripur.

Others who accompanied Ch Sukhnandan Kumar include DDC member Geetu Aoulakh, DDC member Balbir Lal, Sarpanch Sonam Aoulakh, Panchayat Khandwal, Sarpanch Balbir Singh Sohajana, Sarpanch Balbir Lal Haripur, Sarpanch Ch Lal Singh, Lohri Chak, Ex-Sarpanch Sham Sharma, District President BJYM Deepak Pandey, Kuldeep Singh and prominent residents of Tawi Island Phallian Mandal.

Delegations of Performing Artists & Film Makers of Kashmir, Dalit Janjagrat Mission call on LG

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SRINAGAR: Delegations of Performing Artists and Film Makers of Kashmir; Dalit Janjagrat Mission on Wednesday called on Lieutenant Governor Manoj Sinha here at Raj Bhavan.

The delegation comprising of veteran artists and filmmakers- Ayash Arif, Waheed Jeelani, and Zameer Ashai presented a memorandum with regard to current cultural scenario in the UT of J&K. The demands and issues presented included implementation of artist beneficiary schemes by the J&K Cultural Academy, enhancement of performing artists' fee, larger scope for involvement of performing artists from the genres of art by strengthening of cultural institutions of valley like Doordarshan, All India Radio and Cultural Academy.

The members of the delega-



Delegation of Performing Artists & Film Makers of Kashmir calling on Lt Governor Manoj Sinha at Raj Bhavan.

tion expressed gratitude to Lt Governor for the recent Jammu Kashmir Film Policy introduced by the Government and hoped that it will give a much needed boost to the regional film industry, and the people associated with it.

The Lt Governor observed that Jammu Kashmir has immense potential in the field of performing arts and culture. It has rich traditional cultural values which need to be showcased using modern means like films and dramas. The UT adminis-

tration is committed to the growth of art and culture of Jammu Kashmir by opening new avenues of Film making and film production.

The Lt Governor paid a patient hearing to the issues and demands put forth by the delegation and assured them every possible support and necessary action on merit.

Meanwhile, a delegation of Dalit Janjagrat Mission (DJM) led by National General Secretary and Incharge J&K, Sh Suhail Ahmad Mir also

called on the Lt Governor and projected their concerning issues and demands.

The delegation apprised the Lt Governor about various developmental and administrative issues of Kashmir Valley, including proper maintenance of rural roads.

Suhail Mir highlighted various developmental issues pertaining to J&K and urged the Lt Governor to issue necessary directions for completing the stalled projects in a time-bound manner.

Mir expressed his gratitude to the Lt Governor for dynamic and reformative policies for the people of J&K. He said that the UT is witnessing a new era of development, and complimented the administration for implementing a progressive industrial policy which will maximize investments and generate ample opportunities for the local youth in coming times.

The Lt Governor while interacting with the members of the delegation observed that the UT Government is committed to the equitable and rapid development of all the regions of J&K.

He assured them that all their genuine issues and demands would be taken up for examination and early redressal. The Lt Governor further urged them to continue their sustained endeavours for the advancement of public welfare.

Senior citizens vital component of society, deserve prioritized attention: Kavinder

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JAMMU: Senior Bharatiya Janata Party (BJP) leader and former Dy Chief Minister, Kavinder Gupta said that senior citizens are the most vital component of the society and deserve priority attention.

He was speaking during his visit to the Senior Citizens rejuvenation Centre, Trikuta Nagar here today. BJP District President Jammu, Vinay Gupta also accompanied the former Deputy Chief Minister.

While addressing the senior citizens, Kavinder said that senior citizens are the most precious component of the society as they have devoted the precious part of their life in building the society and the nation and in this phase of life it is the prime duty of one and



Senior BJP leader, Kavinder Gupta posing with senior citizens at Jammu.

all especially the youth to take utmost care of this section. He said that the Govt is first and foremost duty bound to ensure the welfare of the senior citizens.

Acknowledging that senior citizens are playing a vital role in the society even in this part of their life, the former Deputy Chief Minister said

that he has taken notice of all their issues highlighted during interaction and shall get the same resolved at the earliest.

Earlier, the senior citizens apprised Kavinder Gupta about the problems being faced by them while running the day-to-day affairs of the Centre. They said that there is dearth of space on the

ground floor of the Centre which many a times leads to chaotic situation. They demand that a spacious hall should be constructed on the first floor of the building for the welfare of visiting senior citizens.

The former Dy Chief Minister gave a patient and keen hearing to the members'

pleas and assured them that the construction work of a hall with an estimated cost of Rs. 20 lakh shall be started shortly for the welfare of senior citizens.

Among others who were present include Shub Chand, Krishan Lal Gupta, Narinder Gupta, Baldev Raj Gupta, Tara Chand Taggar, Dalip Gupta, Kuldeep Singh Samyal, Ashok Pardhan, Karan Sharma, Ramakant Sharma, Tilak Raj Puri (Yoga Guri), Sansar Chand Gupta, Chaman Lal Sharma, Suresh Kumar, Sudharshan Gupta, Sahil Gupta, Shreyansh Jain, Surinder Kumar Gupta, Bharat Kumar Gupta, Bharat Bhushan Gupta, Jagmohan Gupta, Om Prakash Gupta and Yash Paul.

DGP visits house of Martyr SI Farooq Ahmad



DGP J&K, Dilbag Singh consoling with family members of martyr Sub Inspector Farooq Ahmad.

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SRINAGAR: The Director General of Police (DGP), J&K, Dilbag Singh on Wednesday visited the home of martyr Sub Inspector Farooq Ahmad at Samboora Pampore to express his condolence and sympathies with the family of the martyr.

Accompanied by ADGP Armed/IR J&K S.J.M Gillani, IGP Kashmir; Vijay Kumar; Deputy Inspector General South Kashmir; Abdul Jabbar; SSP Avantipora, Mohammad Yousif, Commandant 185 Bn

CRPF Arun Kumar Jaitly, the DGP met the family members of the martyr and expressed his heartfelt condolence on behalf of J&K Police.

He expressed his solidarity with the bereaved family and assured all help from the police department.

Speaking to the family members, the DGP praised the services of the officer in Department.

The DGP said that the officer was dedicated and committed to his role in the department

and added that because of his hard work towards the assigned positions he earned his promotions from time to time. The DGP assured that whole police Pariwar is with the martyr's family and assured them all possible support.

Farooq Ahmad Mir was appointed in Jammu and Kashmir Police in the year 1998 as constable and in 2008 he after qualifying the departmental examination was converted as SgCt (M). In December last year the officer was promoted as SI (M) and was posted as OSI in IRP 23rd Bn. On 17th of this month, he was martyred by terrorists. He is survived by his wife, aged father; two daughters and a son.

Pertinent to mention here, the terrorist who was involved in the killing of SI Farooq Ahmad has been eliminated two days back during an encounter in South Kashmir's Pulwama District.

CS emphasises on hassle-free loans to help mitigate unemployment in J&K

■ STATE TIMES NEWS

SRINAGAR: Chief Secretary Dr Arun Kumar Mehta on Wednesday said J&K government is envisaging to double the size of the economy in the coming five years and banks have a huge role to play in realising the target. He made these comments while chairing the 7th Union Territory Level Bankers' Committee meeting in Srinagar to review achievements of banks and financial institutions operating in Jammu and Kashmir for the year ended March 2022.

Additional Chief Secretary, Agriculture Production Department, Atal Dullao, Additional Chief Secretary Finance, Industries & Commerce, Vivek Bharadwaj, Principal Secretary, HUDD Dheeraj Gupta, MD & CEO, J&K Bank (Convenor J&K UTLBC) Baldev Prakash, Regional Director, Reserve Bank of India (RBI), Kamal P. Patnaik and other senior functionaries of the Government, RBI, NABARD, Banks, LDMS, line departments, insurance

companies were also present on the occasion.

Dr Mehta impressed upon the banks and Financial Institutions to play a significant role in catapulting economic growth to the next level in UT of J&K.

"The ultimate aim of loaning has to be to help improve employment generation at an aggregate level, but not simply help one individual. This would presuppose seamless coordination between government departments and banks and improved quality of sponsorship, appraisal and units established," Dr Mehta observed.

Earlier in his welcome address MD & CEO J&K Bank (Convenor J&K UTLBC) Baldev Prakash assured J&K Government that banks operating in J&K will extend all possible support for implementing the programmes and schemes aimed at entrepreneurial development, employment generation and poverty alleviation in Union Territory of Jammu & Kashmir.

The Chief Secretary exhorted upon banks operating in



Chief Secretary, Dr Arun Kumar Mehta chairing 7th Union Territory Level Bankers' Committee meeting in Srinagar.

the UT to ensure all school going children in the UT have a bank account.

While appreciating banks for 100% coverage of the unbanked villages by opening of banking touch points under National Strategy for Financial Inclusion Programme, he urged upon the banks to cover remaining 3 villages under the roadmap of opening banking outlets in villages having population over 5000, by the end of June 2022.

He called upon the banks to show empathy towards the unemployed youth by guiding them towards the path of prosperity and self-sufficiency through various credit dispensation schemes tailored to their entrepreneurial aspirations and unique circum-

stances.

He impressed upon the need for a robust mobile banking system in the UT while reiterating the need for sealing up the figures under Priority Sector lending and showing empathy for the last man in the economic pyramid of the society.

Despite pressing needs, he said, there has not been significant uptick in Priority Sector Lending but things aren't improving on the ground. Ticket size and numbers need to go up so that sustainable employment generating units are set up," he said.

"A suitable IT enabled system must be put in place for

bringing about real change through government sponsored schemes and the sponsoring agencies and banks should exercise due diligence viz a-viz quality of sponsorship, appraisals and sustainability of units. The three things should converge to showcase transparency in the process. A portal with details of all credit schemes, sponsoring departments & Banks should come up soon which will help all concerned to keep a track on the entire journey of applications under Government Sponsored Schemes. It will make the job of aspiring entrepreneurs to avail the facilities much easier and rejections on flimsy grounds will come down."

He urged for increasing the credit off take under Mission

Youth and said, "I am of the belief that Mission Youth Schemes are the most attractive schemes in the entire country and large number of youth need to be covered under the scheme."

He also directed Banks to leverage the big potential in High Density Apple and other fruit plantations by devising the tailor made scheme which should be enterprise driven rather than government driven. While expressing dismay over the low CD ratio of Jammu district, he urged lending institutions to increase their credit dispensation so as to achieve a CD ratio of at least 60 % across all the districts in the UT.

Earlier General Manager J&K Bank, Syed Rais

Maqbool while making presentation on the financial achievements of various banks in different sectors during the Financial year 2021-22 informed that banks in J&K have achieved 82% of the Target under Annual Credit Plan by disbursing credit of Rs.36,758.34 Crore to 12,53,654 beneficiaries.

Agriculture and MSME sectors have performed well in the priority sector lending. It was informed that against the Annual Target to cover 42, 658 beneficiaries during FY 2021-22 banks have sanctioned loans to the tune of Rs.1840.15 Crore to 53, 299 beneficiaries under six major employment generation schemes.

He informed that Rs.138.49 Crore have been disbursed to 2,081 beneficiaries under MUMKIN & Tejaswani schemes of Mission Youth upto June 10, 2022.

It was further informed that 35,634 KCCs (crop) and 32,552 KCC (AH) have been issued during the financial year 2021-22 and near saturation has been achieved under the programme.

Against the quarterly target of holding 651 financial literacy camps, 807 financial literacy camps have been organized ending March 2022.

He further said that the aggregate CD ratio in J&K has increased from 53.77% as on 31.03.2021 to 57.04% as on 31.03.2022.

Saying that social security is at the heart of the welfare effort of the government, the Chief Secretary directed for increasing social awareness among the people with regard to the benefits of PMSBY, PMJJBY, PMJDY and APY schemes.

Dr. Mehta informed that J&K's performance under PM Svanidhi is amongst the best in the country and directed the banks to expedite disbursement of 2nd instalment under PM Svanidhi to the eligible beneficiaries.

The Chief Secretary impressed upon the Banks to take advantage of the digitization of the land records which was a long pending demand of the lending institutions as an enabler for extending hassle free credit in UT of J&K.