

Media is a powerful tool in shaping public opinion: Rekha

■ STATE TIMES NEWS

JAMMU: Media plays a critical and positive role in high-lighting government policies and changing people's lives, BJP District President Jammu South Rekha Mahajan said today as a mark of Sampark se Samarthan Abhiyan Rekha Mahajan interacted with media persons also known as the fourth pillar of democracy at Press Club RS Pura drops under District Jammu South.

In the meantime, Rekha Mahajan felicitated the team Press Club. Chairman Daljeet Singh (Dainik Jagran) President Subash Chander (Amar Ujala), Sohan Choudhary (Shiv Times), Naresh Kumar (State Samachar), Raj Kumar (7 Plus Channel), and other prominent persons in the presence of District General Secretary Akash Chopra, Mandal President Bikram Sandhu, Mandal Prabhari Vikram Sharma including BJP cadres.

During the interactive session with the Media fraternity, hailing the role played by the media in popularising



BJP District President Jammu South Rekha Mahajan with media persons at a programme.

government initiatives, Rekha Mahajan highlights the achievements of the Nau Saal Bemisaal of the central government. Rekha Mahajan said the role of the press as the "fourth power" and as a forum for public debate has been recognized since the 17th century.

She said in a liberal democratic society, the media play a vital role in engaging the public with government affairs by flowing information transparently.

However, Rekha pointed out that the current Media

scenario and the concept of a "free press" in a democratic country has become a subjective issue to discuss. In changing our political structure, the media are often cited as a dominant force, and, for the worse, by turning a system of parties into a contest of personalities, shifting a concern with ideas and policies to a concern with images and styles. Likewise, in the modern history of the media, picking or taking biased sides has become a new normal, Rekha added.

While distributing the

booklets of 9 Years of Seva to the Media persons, Rekha Mahajan lauded the past nine years under the Modi government as a Golden Era for India. She underscored that during this period, the country showcased its supremacy through various achievements, including the resolution of Jammu and Kashmir's problems, the fight against terrorism, and advancements in space technology.

Rekha highlighted that India has already become the world's 5th largest economy

under the Modi dispensation and expressed optimism that it would ascend even higher with the continued support of the people in the upcoming political contests.

Recognizing the influential role of media influencers in the current scenario, Rekha Mahajan urged them to remain focused on their work and to highlight the key achievements of the Modi government. She acknowledged that Media has become a powerful tool in shaping public opinion and can play a pivotal role in course correction when it comes to canvassing for polls and promoting other initiatives.

"For any nation to develop, making good policies is one aspect. But, to enable the policies to succeed and ensure that large-scale transformation takes place, active participation from all walks of society is needed. For that, the media plays a critical role.

In these years gone by, I have seen the positive impact the media can play," Rekha Mahajan said while educating the nine successful years of the Modi-led government.

JCMS continues to serve Langar to Amarnathji pilgrims on 16th day



JCMS members serving Langar among Amarnathji pilgrims at Mahajan Sabha.

■ STATE TIMES NEWS

JAMMU: On the 16th day of the ongoing Langar Sewa in the premises of Jammu Central Mahajan Sabha (JCMS), more than 1300 yatris were served Prasad, which was arranged by a prominent businessman Raman Gupta and his family members as a token of social service.

The Langar was inaugurated by Sabha President Romesh Chander Gupta and General Secretary Sanjay Mahajan.

Romesh Chander Gupta, on the occasion, said that the government agencies have set

up registration counter for Yatris in JCMS building and almost every pilgrim visiting here is provided meals as Prasad from the Langar.

The entire team of the office bearers of the Sabha is devoting time for the convenience of the Yatris in these hot summer days. He said that many prominent persons from social and religious organisations too are visiting the Sabha daily and appreciating the selfless services being provided to the Yatris.

Balbir Gupta and Yashpal Gupta are Incharge of the Langar. C.P Gupta (Vice President) and Mukesh

Mahajan (Press secretary) have been looking after the press related matters and protocol arrangements in the campus.

Prominent Sevdar present to contribute in distribution of Prasad include Shiv Partap Gupta Sr Vice President, Prabhu Shah, Subash Gupta, Surinder Gupta, Dinesh Gupta, Vice Presidents, Dr Mohan Lal Gupta, Cashier, Rajesh Gupta (Pinky), Balraj Gupta, Darshan Gupta, Satish Chander Gupta, Vijay Gupta, Suresh Gupta, Rajan Gupta, Ashok Gupta, Pawan Gupta, Bhushan Pargal and Mohit Gupta.

Gaurav raises concern over rising unemployment in J&K

Younger generation should pursue entrepreneurship to create their own path

■ STATE TIMES NEWS

JAMMU: Gaurav Gupta, former General Secretary of the Chamber of Commerce and Industry, Jammu, raised serious concern over increasing rate of unemployment in the country in general and Jammu and Kashmir Union Territory in particular.

In a statement issued here today, Gaurav expressed his surprise over the fact that nearly eight lakh registered youth with the Directorate of Employment are unemployed, with two lakh of them being educated individuals in the Union Territory of Jammu and Kashmir. "Such statistics attest to the urgent need for the government to take adequate steps to address the escalating unemployment crisis among educated youths," he said.

In light of this alarming situation, Gaurav exhorted



ed upon the youth not solely relying on government jobs, as it is not feasible for the government to provide employment to every young individual.

He emphasized that while government jobs have traditionally been a reliable source of employment but the current situation necessitates a broader mindset where the youth consider alternatives.

He highlighted the importance of entrepreneurship and self-employment,

ment, wherein individuals can create their own opportunities rather than waiting for job openings.

"We must encourage the younger generation to pursue entrepreneurship, where they can leverage their skills and passions to create their own path. By encouraging innovation and promoting self-employment, they can help alleviate the burden of unemployment and stimulate economic growth," he said.

Gaurav Gupta asserted that the youth of Jammu and Kashmir have immense potential and they should come forward and tap into the benefits provided by the start-up schemes initiated by the government at the Centre. By harnessing their entrepreneurial spirit, the young population can transform themselves into job creators rather than job seekers, he said.

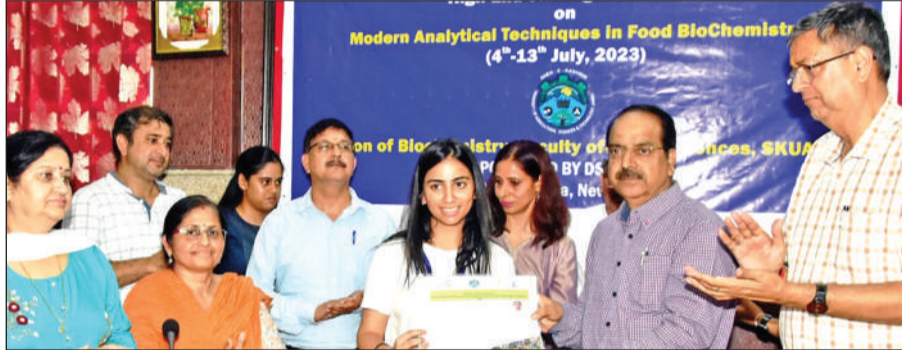
■ STATE TIMES NEWS

JAMMU: Ten-day High End Skilling Workshop on Modern Analytical Techniques in Food Biochemistry sponsored under Vigyan Accelerate Karyashala Scheme of DST-SERB organized from 4th to 13th July, 2023 concluded on Friday at Division of Biochemistry, Faculty of Basic Sciences SKUAST-Jammu.

Vice-Chancellor, SKUAST-Jammu, Dr. B. N. Tripathi was the Chief Guest at the Valedictory function.

In his address, Dr. Tripathi stressed upon the importance of Modern Analytical Techniques in Food Biochemistry to know the nutritional status of any food item. He congratulated the organizers for meticulously selecting and training students on such an important area of science. He further said that these techniques are more relevant in present day health conscious society.

Dr. Tripathi was of the opinion



VC SKUAST-J, Dr. B. N. Tripathi presenting Certificate of Participation to a participant.

ion that the science is moving fast and both scientists and students need to remain acquainted with the emerging new high end technologies. He emphasized upon the students to look for entrepreneurship opportunities in the area of food technology to become self reliant budding entrepreneurs.

The Vice Chancellor suggested the scientists to work on the basic scientific aspects of food science as food is the lifeline. Earlier, Dr. S.E.H. Rizvi, Dean, Faculty of Basic

Sciences welcomed the guests and appraised the house about the activities and research work being carried out in the faculty.

He hoped that the students have immensely benefited from the workshop as this had provided them opportunities for exposure to hands-on skill on Modern Analytical Techniques in Biochemistry.

Dr. Moni Gupta, Professor, Biochemistry and Course Director of the workshop presented the detailed report of

the workshop and the topics covered during the ten days of training programme.

Twenty students from different institutes and Universities of India including DCRUST, Murthal; SVPUAT, Meerut; MDS University, Rohtak; CCHU, Hissar; Bharthiar University, Coimbatore; CSIR-IIIM, Jammu; University of Jammu and SKUAST-Jammu participated in this high end skilling workshop.

During the workshop, twenty nine lectures and hands on

practical sessions were delivered by experts drawn from different institutes including University of Technology, Malaysia; PAU, Ludhiana; University of Mysuru, Mysore; CSIR- IIM; University of Jammu and SKUAST-Jammu.

The Students also visited premier institutes in and around Jammu for exposure to modern analytical techniques in Food Biochemistry.

Certificates of participation were presented to the participants. Statutory officers, Head of the Divisions, faculty members were also present on the occasion.

The event was coordinated by Dr. Upma Dutta, Course Coordinator of the workshop. Vote of thanks was presented by Dr. Sanjay Guleria, Prof& Head, Division of Biochemistry. Proceedings of the program were conducted by Dr. Sachin Gupta, Professor and Course Coordinator of the workshop.

Tributes paid to social worker Subhash Chander



Participants at condolence meeting to pay Shrandanjali to Subhash Chander.

■ STATE TIMES NEWS

KATHUA: A condolence meeting to pay Shrandanjali to Subhash Chander alias Munna Baba, a great social worker, Ex Naib Sarpanch and an active member of Pangotra Brahman Biradari was held at Bhagwan Shree Parshuram Dham Gurah Mundian where hundreds of people from adjoining villages attended the show Sabha. Rich tributes were paid to Subhash Chander and his achievements in the social circle were remembered especially his services towards Pangotra Biradari.

Prominent speakers were Kamal Sharma President District Volleyball Association Kathua, Rakesh Sharma, President Pangotra Biradari, Sanjay Pangotra General Secretary, Mangal Dass Dogra, Patron, Tarsem Pangotra Cashier, Madan Lal Toofan President Bhagwan Shree Parshuram Dham Gurah Mundian, Bhagmal Khajuria Sarpanch,

Satura,Vijay Sharma President Jammu-Kathua Railway Passengers Association, Des Raj Sharma, retired Chief Manager J&K Bank and Pandit Hardatt Sharma, Chairman Bhagwan Shree Parshuram Dham, Gurah Mundian.

LFO-BHF organizes menstrual awareness campaign

■ STATE TIMES NEWS

JAMMU: Live For Others-Being Helpful Foundation (LFO-BHF), an NGO, on Friday organised an awareness on "Menstruation - A Taboo In Society in a Slum at Upper Roop Nagar, near Aap Shambhu Mandir, Jammu under the initiative of "Mission R-SAP (Remove Shyness And Apply Pads)" under the supervision of Vivek Parihar, CEO/Founder, LFO-BHF (NGO).

The main motive of this project is to create awareness on Menstrual Hygiene and to focus on the taboo related to it. Members of LFO-BHF (NGO) tried to clear the myths related to periods and focused on the facts related to it. So that girls and women would feel free, mentally strong and proud of their menstruation. Stuti Abrol (General Secretary of Jammu Province, LFO-BHF) delivered an awareness lecture in which she emphasised that



LFO-BHF members during an awareness programme in Jammu.

"Women would have been the worst hit, as menstrual hygiene is very important to prevent infections. So, it is very important to maintain menstrual hygiene to avoid infections and most important is to spread maximum awareness about the importance of Sanitary Napkins. At any given time, girls across India cannot afford sanitary napkins. Instead they use cloth, other unhygienic materials that increase their risk of contracting infections".

It was donation cum awareness programme on topic "Menstruation Hygiene".

Around 2000 oxy-biodegradable sanitary napkins were distributed. This awareness programme was organized to raise the knowledge about menstruation hygiene and myths and facts related to the very topic among young girls where more than 100+ females were targeted in this awareness programme.

Taniya Aggarwal (Member

of LFO-BHF) while showing concern said that in India, menstrual health is still considered a taboo subject, leaving women exposed to misinformation and myths associated with menstruation and we should do our best in clearing the myths and doubts related to this very topic.

Other volunteers present during this donation cum awareness programme were Shubam, Abhishek Raina, Sachin, Vidit, Taniya, Shruti and Kunal.

Namda Craft of Kashmir finds new life through Skill India initiative

Collaboration with Local Industry Partners drives success of Namda Project

■ STATE TIMES NEWS

NEW DELHI: Skill India's Pilot Project, under the Pradhan Mantri Kaushal Vikas Yojana (PMKVY), has successfully breathed new life into the traditional Namda craft of Kashmir. Through a collaborative effort with local industry partners, this initiative has revitalized the dying art form, empowering artisans and preserving the rich cultural heritage.

The Namda craft, a rug made of sheep wool using the felting technique instead of the traditional weaving process, had witnessed a sharp decline in exports between 1998 and 2008 due to various challenges such as the scarcity of raw materials, lack of

skilled manpower, and limited marketing techniques.

Recognizing the need to preserve this endangered craft, the Ministry of Skill Development and Entrepreneurship (MSDE) designed a short-term training curriculum as part of a special project under PMKVY.

Nearly 2,200 candidates from six districts of Jammu and Kashmir have received training in the art of Namda craft, marking a significant milestone in its preservation and revival. The success of this project can be attributed to the fruitful collaboration between Skill India and local industry partners.

Officials said the project sets a great example of the public-



private partnership (PPP) model in the field of skill development, as it is being implemented in collaboration with local industry partners.

"Mir Handicrafts and Srinagar Carpet Training and Market Centre have played

instrumental roles in driving skill development and attracting investments for economic development," an official spokesperson said.

It stands as a shining example of the government's commitment to skilling, reskilling,

and upskilling India's youth under the visionary leadership of Prime Minister Narendra Modi, he added.

The officials further stated that the industry-based training program has not only empowered the artisans but has also contributed to the preservation and revival of the rich heritage associated with Namda craft in Kashmir.

The beneficiaries, involved in Namda Crafts Production, have become key contributors to the craft's resurgence. Additionally, this initiative has improved access to employment opportunities for existing artisans in the Namda crafts cluster in Kashmir.

Speaking about the achievement, Shri Rajeev

Chandrasekhar, Minister of State for Skill Development and Entrepreneurship; and Ministry of Electronics and IT, expressed his satisfaction with the outcome of the Namda Project. He highlighted how this success aligns perfectly with the vision of Prime Minister Narendra Modi for a "Naya Bharat, Naye Avasar, Nayi Samridhi" (New India, New Opportunities, New Prosperity), emphasizing the creation of new opportunities and prosperities through skill development.

As the first batch of Namda Art products sets off for export to the United Kingdom (UK), it marks a significant milestone in the economic opportunities created by the

revival of Namda craft in Jammu and Kashmir.

"This achievement not only showcases the skill and craftsmanship of the artisans but also opens doors for international recognition and increased trade."

Officials further stated that the Namda project is an industry-based training program with beneficiaries involved in Namda Crafts Production who will contribute towards preserving and reviving the rich heritage associated with Namda craft in Kashmir. This will also improve the access of existing artisans of Namda crafts cluster in Kashmir and will improve their prospects of employability.