

Dr Jitendra meets Rupala, proposes integrated Aroma Dairy entrepreneurship for J&K



Union Minister Dr Jitendra Singh in a meeting with Union Minister of Fisheries, Animal Husbandry and Dairying, Parshotam Rupala, at New Delhi on Tuesday.

Aroma Mission, also popularly referred as "Lavender or Purple Revolution", has started from J&K and transformed the lives of farmers who are able to grow lavender, make lucrative profit and improve their lives. He said, the efforts of CSIR-IIIM are laudable as they have introduced the crop native to Europe, in the districts of Doda, Kishtwar and Rajouri in J&K.

The Aroma Mission was launched by CSIR in line with PM Narendra Modi's vision of improving farmers' livelihood. Apart from providing planting material, distillation units are provided and farmers are trained in extraction and many of them have become entrepreneurs.

Dr Jitendra said that the focus

of agricultural and allied sectors, and researchers should be on productivity rather than production.

The Minister said that the immense potential of technology in improving the livelihood of people should be harnessed by all departments collaboratively.

He urged the youth to actively seek the livelihood opportunities being created by the Government. He encouraged the youth to become agro-entrepreneurs that fetch greater incomes.

The CSIR lab in Jammu and also with a branch in Srinagar CSIR-IIIM has been playing a very vital role not only in J&K but also in the entire country through its focused R&D on natural products, AYUSH and integrative medicine. It has the NABL accredited QC&QA laboratory for honey, walnut and other food items functioning from year 2000 and also is the first and only Drug Testing Laboratory in J&K. It has also taken up some novel initiatives in the country as being the first and only organization who has initiated Drug discovery from cannabis for cancer, pain man-

agement, and neurodegenerative disorders in India (First Cannabis R&D licence issued by J&K in India). During the Covid-19 crisis CSIR-IIIM led the efforts by carrying out close to 100,000 RT-PCR tests of Covid-19 infection suspected persons and is also engaged in conducting clinical trials of various AYUSH and repurposed drugs for treatment of Covid-19.

Last month, during interaction with Agriculture Start-Ups, young entrepreneurs and farmers after inaugurating the one-day awareness cum training programme for farmers under CSIR-Aroma Mission Phase-II at CSIR- Indian Institute of Integrative Medicine (IIIM), Jammu, Dr Jitendra was told by a young entrepreneur that by using modern technology in cultivation, he had started earning Rs. 3 lakhs per annum from beginning itself from a bare one hectare of land while two B-Tech graduate engineers said that their income through a similar Start-Up initiative had doubled within a short span of five months.

Dr Jitendra informed Rupala that Jammu & Kashmir has abundant stock of Animal Husbandry and Dairy resources, and suggested that the same can be effectively integrated with Aroma Mission which has already been launched in J&K by CSIR under the aegis of Union Ministry of Science & Technology. This will pave the way for integrated Aroma Dairy entrepreneurship, ensuring sustainable growth, increased income and fresh avenues of livelihood, he said.

Dr Jitendra said that the

Observe Jammu Bandh peacefully: Jammu Chamber



CCI Jammu, President Arun Gupta chairing a meeting.

STATE TIMES NEWS

JAMMU: A meeting was held at Chamber House Jammu under the chairmanship of Arun Gupta, President CCI Jammu in which issue related to tomorrow Bandh was discussed threadbare.

Arun Gupta said that despite repeated attempts by Chamber of Commerce and Industry, the government has not paid any heed to business fraternity's demands thus keeping in mind the phlegmatic attitude of the ruling class CCI appeals to its members to show solidarity and make Jammu Bandh on September 22, 2021 a great success by observing complete shutdown peacefully.

Arun Gupta expressed gratitude to all the traders and market associations, social as well as political organization for extending full support to the Chamber's Jammu Bandh call.

Gupta appealed to the members of all the associations and organizations to observe Jammu Bandh peacefully and desist from doing any act which has potential to vitiate the peaceful atmosphere of Jammu. Among others who were present in the meeting include Anil Gupta, Sr. Vice President, Rajeev Gupta Jr. Vice-President, Gaurav Gupta, Secretary General, Rajesh Gupta Secretary and Rajesh Gupta Treasurer.

STATE TIMES NEWS

JAMMU: Like other parts of the J&K UT, Bharatiya Janata Yava Morecha (BJYM) Jammu Rural on Tuesday organized a 'Nav Bharat Mela-cum-Exhibition' to mark celebration of Prime Minister Narendra Modi's birthday at village Dhaterayal in Marh constituency under the presidency of President BJYM Jammu rural Deepak Panday.

Former Minister and Chairman Panchayati Raj Cell BJYM JK UT, Ch Sukhmandan Kumar and State President Kissan Morecha Omi Khajuria inaugurated the exhibition where various achievements and stalls of Central Government were displayed.

Sukhmandan said that world's most popular and strong leader Narendra Modi has taken the nation to new heights of development, giving people's welfare top

priority.

He said Modi has transformed political culture and working in India while serving as a 'Pradhan Sewak'.

Omi Khajuria asked people to take maximum benefits of centrally sponsored schemes launched by Modi led Govt at the Centre from time to time.

DDC Mandal Geetu Aulakh, DDC Marh Balbir Lal, BDC Chairman Marh Surinder Kumar, Chairman Municipal Committee Ghou Manhasan Jatinder Singh,

Vice Chairman Krishan Lal, State Vice President BJYM & Prabhari Jammu Rural Rinku Choudhary, Nav Bharat Mela & Exhibition State Incharge BJYM Darshan Kumar, Sarpanch Parahotam Lal, Sarpanch Balbir Singh, Sarpanch Narinder Singh, ex-Sarpanch Satpal Choudhary, Vice President BJYM Jammu Rural Pardeep Chouhan and a large number of political activists were present on the occasion.

JKPCC leaders said that Congress party had been opposing the anti people policies of BJP and Modi Govt.

And now each and every section of the society feels the pain of the economic policies of BJP.

Congress party had been opposing the wrong economic policies of the BJP Govt. as the experienced and leadership of the party especially Dr.



Congress supports Bandh call



JKPCC leaders addressing a press conference at Jammu.

STATE TIMES NEWS

JAMMU: Jammu and Kashmir Pradesh Congress Committee has announced its support to the Bandh call of Jammu Chamber of Commerce and Industries.

This was announced here today JKPCC Chief Spokesperson Ravinder Sharma in a press conference at PCC HQ Jammu.

Former Ministers and Vice Presidents Mula Ram, Raman Bhalla, Kanta Bhan, General Secretary PCC Th.

Mannmohan Singh, besides other senior leaders Suresh Dogra (OBC), Karan Bhagat (SC Cell), Ajaz Choudhary (PYC).

JKPCC leaders said that

Congress party had been opposing the anti people policies of BJP and Modi Govt.

And now each and every section of the society feels the pain of the economic policies of BJP.

They also questioned the mining policy, liquor policy and policy towards Bar and Restaurants, Banquet Halls and other anti-trade policies leading to undue harassment of business class. They said common people are bearing the brunt of unprecedented price hike.

The Congress party fully

responds to the call of the

Jammu Chamber and supports the Bandh call on the

burning issue which will lead

to wiping out of small and

middle traders in Jammu

Province, they said.

The leaders also welcomed the selection of Rajni Patil AICC Incharge J&K Affairs by the Congress High Command for the by-election to Rajya Sabha from Maharashtra. They congratulated Rajni Patil.

Senior Congress leaders also

lashed out at the BJP for its

failure to fulfill the commit-

ment to announce holiday on

the birth day of Maharaja

Hari Singh.

BJP played emotional cards

for vote politics but failed to

honour its commitment to the

people of Jammu. Each sec-

tion of people feel betrayed by

the falsehood and failure of

BJP to honour commitments,

with different sections like

Daily Wagers, need based,

contractual, adhoc, SPOs and

other such categories of the

people.

The policies of the Modi

Govt. and BJP are against the

farmers, labours, unemployed,

self-employed including busi-

ness, transporters and com-

mon people, they said.

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