

Jammu & Kashmir Day inaugurated at IITF 2025, celebrating heritage, entrepreneurial spirit



NEW DELHI, NOV 24

The Jammu & Kashmir Pavilion at the 44th India International Trade Fair (IITF) 2025 was abuzz with excitement as it celebrated Jammu & Kashmir Day in style. The event was graced by esteemed guests and featured captivating cultural performances that showcased the region's rich heritage. The festivities at the Pavilion brought together the senior officials and representatives, who gathered to mark the occasion with enthusiasm and pride. During the inaugural address, Managing Director, JKTPD, Sudershan Kumar, highlighted the unique cultural and economic richness of Jammu & Kashmir. He extended special appreciation to the region's artisans and entrepreneurs for their outstanding contribution to heritage and trade. It was noted that the Jammu & Kashmir Pavilion stands as an emblem of authentic craftsmanship and entrepreneurial spirit. The

visitors were encouraged to experience the region's treasures, including world-renowned handicrafts, premium handlooms and exceptional agricultural and horticultural products. FA/CAO, JKTPD, Imran Mehmod, highlighted the region's spectacular landscapes, rich traditions and warm hospitality. His message emphasized that Jammu & Kashmir is not just a destination of natural beauty but also one of emerging opportunities for the tourists, investors and partners, encouraging the public to visit Jammu & Kashmir. The efforts of various departments and organizations in empowering the local artisans and exhibitors were commended. It was highlighted that the significant rise in participation, from 30 exhibitors in previous years to over 140 this year, signals growing confidence and ambition among the local entrepreneurs. The JKTPD further

expressed gratitude to all the participants, officials and visitors for their support, reiterating their dedication towards empowering the local talent, creating new market avenues and showcasing the best of Jammu & Kashmir on broader platforms. The celebration included mesmerizing cultural performances, featuring Dogri and Kashmiri folk dances and songs, capturing the essence of the region's diversity and heritage. The Pavilion showcased over 140 exhibitors, including women entrepreneurs, specially-abled business owners and cooperative societies, presenting a wide array of products such as Gilgashed saffron, Pashmina shawls, Kani shawls, Sozni embroidery, Basholi paintings, Kashmiri carpets and Paper Mache crafts. The event concluded with a vibrant display of Jammu & Kashmir's spirit, blending its enduring cultural legacy with modern entrepreneurial ambitions. The JKTPD further

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JAMMU, NOV 24

Chief Secretary, Atal Dulloo today conducted an activity-wise, outcome-based comprehensive review of all 29 projects being implemented under the Holistic Agriculture Development Programme (HADP) aimed at boosting the Agriculture, Horticulture and Livestock sectors across the districts of Jammu and Kashmir in a structured, time-bound and result-oriented manner. The high-level review meeting was attended by Additional Chief Secretary, Agriculture Production Department (APD), Shailendra Kumar; Managing Director, J&K Bank; Vice Chancellors of SKUAST Jammu and Kashmir; Managing Director, HADP; Heads of Departments of Agriculture Production and other concerned officers. Deputy Commissioners from all districts participated through video conferencing. During the meeting, the Chief Secretary laid strong emphasis on achieving tangible outcomes by ensuring the establishment of targeted units under each project. He directed the department to track every unit rigorously for productivity, sustainability and success,



stating that performance indicators under each project must become the hallmark of effective implementation. He further instructed the Agriculture Production Department to formulate a roster of senior officers for frequent field visits to districts for on-ground assessment and real-time feedback. Stressing accountability and efficiency, he called for regular evaluation of progress and corrective interventions wherever required. Taking project-wise appraisal, the Chief Secretary reviewed achievements and progress registered in each activity and sought detailed feedback from the respective Heads of Departments regarding current performance and future roadmaps to meet targets in both public and private sectors. He underlined that all HADP projects hold immense potential for income enhancement and employment generation,

citing Medicinal and Aromatic Plants, Hi-Tech Vegetable Cultivation, Dairy and Poultry sectors as key growth drivers. He also directed banking institutions to significantly increase credit disbursement rates and minimize rejection cases, urging Deputy Commissioners to actively monitor credit flow and coordinate with banks to expedite financial support to beneficiaries for seamless implementation of the programme. The Additional Chief Secretary, APD, Shailendra Kumar highlighted the transformative impact of HADP on the UT's agricultural landscape, stating that sustained and diversified growth across sectors would provide a significant economic boost to the farming community. He emphasized the need to bridge gaps between credit applications, sanctioned and disbursed cases, including reducing

pendency and improving coordination with banking institutions. He assured that all necessary clarifications and operational support would be extended to banks for enhancing their performance. Managing Director, HADP, Sandeep Kumar presented a detailed overview of the programme's performance and outcomes, informing that since its inception, HADP has facilitated the establishment of over 91,600 agricultural units across J&K, with more than 75,000 units actively monitored through the Output Tracking App (OTA). The initiative has generated an impressive 1.34 crore person-days of employment, reinforcing agriculture as a key livelihood engine in rural areas. He further divulged that the programme has demonstrated exceptional return on investment, yielding 72.24 in revenue

and 87% profit for every rupee of subsidy disbursed. Cumulatively, the programme has generated a total revenue of 7298 crore and profits amounting to 7126 crore for unit holders operating across multiple sectors. Highlighting the establishment success, it was informed that around 82% of the units are fully operational and tracked, with the addition of 14,000 new units since the last review held in August 2025. The meeting also noted the pivotal role of the Daksh Kisan Portal in farmer capacity building. The platform has registered over 3.5 lakh farmers, with 2.6 lakh enrolled in various skill-based courses. So far, 2.1 lakh farmers have been trained, equipping them with modern agricultural techniques to enhance productivity and income. Major progress was recorded across all 29 constituent projects. In vegetable production, promotion of exotic vegetables led to the establishment of 7,976 units with an additional annual production of 1.95 lakh metric tonnes. In the Dairy and Mutton sectors, milk production has reached 39 lakh metric tonnes while mutton production stands at 380 lakh kilograms, indicating steady progress towards self-sufficiency.

DC reviews progress of Rajouri Town Beautification Project



GY CORRESPONDENT
RAJOURI, NOV 24

District Development Commissioner Rajouri, Abhishek Sharma today convened a meeting to review the progress of the Rajouri Town Beautification Project and to discuss the modalities for its timely completion. During the meeting, the DDC issued a string of directions aimed at enhancing coordination and accelerating the

execution of works under the project. He instructed for the constitution of a dedicated coordination committee to ensure smooth communication among all stakeholder departments and to resolve bottlenecks on priority. Emphasising the need for aesthetic improvement, the concerned officers to focus on landscaping and ensuring cleanliness

around the boundary walls in the beautification zones. He further instructed that tricolour lights be made fully functional at the earliest to enhance the visual appeal of the town, especially during evenings. As part of the greening initiative, the DDC also directed the plantation of Ficus Benjaminia across designated areas under the project to create a vibrant and eco-friendly urban environment. The DDC stressed the importance of interdepartmental coordination and timely execution to realise the vision of a clean, green and aesthetically enriched Rajouri town. The meeting was attended by ADDC Malikzada Sheraz ul Haq; ADC Chander Prakash; Ex. En PWD, Aftab Anwar; CEO Municipality, Yusuf ul Umar; CO Town Unit, District Floriculture Officer and other district and sectoral officers.

One Day district level awareness camp organised by J&K KVIB at Arnia-Jammu



GY CORRESPONDENT
JAMMU, NOV 24

The Jammu and Kashmir Khadi & Village Industries Board (JKVIB) today organized a district-level awareness camp at Arnia to spread awareness about the employment-oriented schemes being implemented by the Board, particularly J&K Rural Employment Generation Programme (JKREGP) and Prime Minister's Employment Generation Programme (PMEGP). A large number of participants from the adjoining areas attended the camp. They actively interacted with the officials and sought detailed information on

establishing their own start-ups and micro enterprises under JKREGP and PMEGP. The District Officer KVIB highlighted the government's continuous efforts and initiatives aimed at empowering the youth of Jammu & Kashmir. "The government is committed to generate employment opportunities by providing skill training, handholding support and financial assistance to aspiring entrepreneurs under these schemes," he added. The awareness camp concluded with KVIB officials assuring all necessary support to the participants for availing the benefits of these self-employment schemes.

Shiv Kumar Gupta takes over as Controller Legal Metrology J&K



GY CORRESPONDENT
JAMMU, NOV 24

Shiv Kumar Gupta today joined as Controller, Legal Metrology Department Jammu & Kashmir. The officers and officials of the department welcomed the new Controller, expressing confidence in his leadership. They assured their full cooperation and support in executing the department's mandates effectively. Upon taking charge, Shiv Kumar Gupta emphasized the crucial responsibility of safeguarding consumer

rights, ensuring accuracy in trade measurements and strengthening transparency across markets. He stressed swift grievances redressed and strict enforcement of Legal Metrology laws across the Union Territory. A forward-looking and result-oriented officer, Mr. Gupta is known for his visionary approach and strong administrative capabilities. He expressed confidence that with innovation, technology-driven monitoring, and sustained public outreach, the department will achieve new heights of efficiency and consumer trust in J&K.

Udhampur admin finalises arrangements for Constitution Day celebration



GY CORRESPONDENT
UDHAMPUR, NOV 24

Additional District Development Commissioner, Jugal Kishore today convened a meeting of officers from the line departments to chalk out a comprehensive strategy for the smooth and successful celebration of the Constitution Day in

the district. The meeting was attended by PO Poshan, Subash Dogra; Assistant Commissioner Revenue, Dr. Umesh Shan; CM DIC, Kishore Singh Katoch along with other officers of the concerned departments. While reviewing the preparedness, the ADDC emphasized the need for

mobilizing active public participation, maintaining close coordination among departments to ensure that the event is celebrated with enthusiasm and dignity. He directed the officers to ensure that all necessary arrangements are put in place well in advance for the smooth conduct of the programme.

J&K set to confer UT Artisan Awards in Handicrafts & Handloom sector

GY CORRESPONDENT
SRINAGAR, NOV 24

The Handicrafts and Handloom Department is all set to confer the annual UT Artisan Awards for the year 2024 amongst the selected craft-persons, who have kept the famed handicrafts legacy alive in Jammu & Kashmir. Deputy Chief Minister, Surinder Kumar Choudhary, who is also Minister In-Charge Industries & Commerce, shall distribute the coveted awards here at the picturesque SKICC on November 25, in presence of the Commissioner/Secretary, Industries & Commerce, Vikramjit Singh. In a press release issued here today, a spokesman of the Department stated that 38 artisans and weavers, 20 from Kashmir and 18 from Jammu Division respectively,



the primary objective of the department, the spokesman asserted that the coveted annual Artisan Awards distribution is an effort of the Government to recognize the contribution of our artisan community who toil hard to keep the handicrafts heritage alive in Jammu & Kashmir. "Apart from UT Artisan Awards, which are given out annually, our artisans have regularly brought laurels for J&K by winning the prestigious Padma and Shipu Guru Awards at the national level. "Even in the international arena, our artisans have distinguished themselves by capturing the eyes of the art connoisseurs," he added. The spokesman further stated that the selection of entries for UT Artisan Awards for the year 2025 is already in process.

Drawing competition marks end of 72nd Cooperative Week celebrations in Udhampur



GY CORRESPONDENT
UDHAMPUR, NOV 24

The 72nd Cooperative Week celebrations concluded here today with a vibrant drawing competition themed 150 Years of Vande Mataram involving school students. The event brought together young creative minds who beautifully expressed their love for the nation through colours, imagination and artistic flair. Participants showcased exceptional talent by showcasing the spirit of

patriotism, unity and the rich legacy of Vande Mataram, which celebrates 150 glorious years this year. The competition not only celebrated artistic brilliance but also strengthened the message of co-operation, harmony, and national pride. The event beautifully captured the essence of the Cooperative Movement - unity, teamwork and collective growth through the eyes of children.

The winners of the event were awarded with certificates. Deputy Registrar Cooperative Societies, Nishtha Nayyar was the chief guest, whose presence added immense inspiration and encouragement to the participants. She applauded the students for their enthusiasm and highlighted the importance of nurturing creativity to shape a progressive and culturally aware generation.

Nasha Mukht Abhiyan: Awareness campaigns organised across Rajouri District

GY CORRESPONDENT
RAJOURI, NOV 24

As part of the ongoing district-wide awareness initiatives, Nasha Mukht Abhiyan, Awareness campaigns were today conducted across various blocks of Rajouri district. The programmes were

organized on the directions of Deputy Commissioner, Abhishek Sharma at different blocks including Rajouri, Darhal, Budhal Old, Budhal New, Kalakote, Nowshera, Sunderbani, Thanamandi, Manjakote, Khawas, Lamberi, Doongi,

Dhangri, Moughla, Pangnig, Plangge, Qila Darhal, Seri and Siot amid enthusiastic participation from local residents. The events aimed to spread awareness about the ill effects of drug abuse and to promote a drug-free and healthy lifestyle.