

Awareness programme on intellectual property rights organised Importance of IPR and support to FPOs emphasized; protection of local products need of hour: Abhishek

EARTH NEWS SERVICE

JAMMU: PHD Chamber of Commerce and Industry (PHDCCI), with the support of the Office of the Development Commissioner (MSME), Ministry of MSME, Government of India, organized a One Day Awareness Programme on Intellectual Property Rights at The White Hotel Katra, Jammu.

The program was inaugurated by the Chief Guest for the event Kumar Abhishek, IAS, Deputy Commissioner Reasi and attended by Vinujee Koul, from Ministry of MSME, as Guest of Honour. The program brought together senior officials from the Ministry of MSME, Department of Industries, representatives from Academia including MSMEs, Startups, Innovators and prospective entrepreneurs. Kumar Abhishek, Deputy Commissioner Reasi in his Inaugural Address highlighted the importance of Intellectual Property Rights (IPR). He emphasized that events like this are crucial for enterprises to understand the value of protecting their innovations and



products. Citing the recent example of Kolhapuri chappals, he illustrated the growing significance of IPR in safeguarding traditional and local products.

He also stressed the need for continuous handholding and support of Farmers' Producer Organizations (FPOs) to help them grow and compete effectively, and urged stakeholders to

work collaboratively towards this goal.

In his welcome address Rakesh Wazir, Chair, PHDCCI Jammu Region Chapter, who set the tone for the event, emphasizing the critical role of branding, innovation, and intellectual property protection in enhancing the competitiveness of businesses in Jammu & Kashmir.

He highlighted PHDCCI's commitment to supporting

entrepreneurs and fostering an ecosystem where businesses can thrive through effective IPR strategies. He urged businesses to protect their intellectual property as a means of gaining a competitive edge, noting that branding and IP security are key to long-term success.

He explained the significance of intellectual property rights using examples like Radisson, Apple and McDonald's, showcasing how effective IP strategies contribute to worldwide success.

Vinu Koul, Assistant Director, MSME-DFO Jammu, highlighted various schemes of the Ministry of MSME, including the ZED (Zero Defect Zero Effect) Certification Scheme, PMEGP (Prime Minister's Employment Generation Programme), and innovation-related schemes.

He elaborated on how these initiatives support entrepreneurs and promote sustainable industrial growth. He also emphasized the importance of Intellectual Property Rights (IPR) in enhancing competitiveness and encouraging innovation among MSMEs.

Director Agri Anil Gupta spotlights Hi-Tech farming revolution in Majalta

EARTH NEWS SERVICE

JAMMU: Director Agriculture Jammu Anil Gupta Sunday visited Majalta to review ongoing agricultural development activities in the area.

The Director inspected a newly established Hi-Tech Polyhouse developed under the Project no. 3 of Holistic Agriculture Development Programme (HADP).

The polyhouse, with an approximate standard dimension of 500 square meters, has been set up by beneficiary Archna Gupta of R/o Village Paldai.

The unit comprises around 1200 grow bags and is ready for the cultivation of seedless cucumber.

While interacting with the beneficiary and officials, the Director appreciated the initiative and emphasized the importance of protected cultivation in enhancing farmers' income and



ensuring year-round production of high-value crops.

"HADP is a flagship programme aimed at transforming the agriculture sector in Jammu and Kashmir through the adoption of modern technologies, diversification and value addition," he said. He encouraged farmers to take maximum benefit of such schemes and assured full technical support from the department.

Earlier, the Director attended a Kisan Mela at Narsingh Sewa Kendra in

Village Khoon.

The Director inspected various agricultural stalls and appreciated the efforts put in to promote modern farming practices and technologies among farmers.

He was accompanied by Joint Director Agriculture (Extension) Sanjay Anand; Chief Agriculture Officer Udhampur Harbans Singh; District Agriculture Officer (Extension) Sudhir Manhas and other senior officers and field functionaries of the Agriculture Department.

DC disburses ex-gratia relief under road accident victim fund scheme

UDHAMPUR: Deputy Commissioner Udhampur Minga Sherpa disbursed ex-gratia relief among eligible beneficiaries under the road accident victim fund Scheme.

The entitled beneficiaries were provided financial assistance as per the provisions of the scheme in presence of Additional Superintendent of Police Sandeep Bhat, Assistant Regional Transport Officer Mudassar Iqbal along with other concerned officials.

The beneficiaries expressed gratitude to the district administration for the timely support and assistance extended to them in the difficult times.

MVD hosts road safety awareness, Rapid Drug testing camp at Pakal Dul HEP Site

KISHTWAR: To promote road safety and ensure the well-being of drivers, the Motor Vehicle Department (MVD) Kishtwar under the overall supervision of Deputy Commissioner Pankaj Kumar Sharma conducted a comprehensive Road Safety Awareness cum Rapid Drug Testing camp at the Pakal Dul Hydroelectric Power (HEP) site in Dool.

The event, coordinated by the Motor Vehicle Inspector Robin Parihar and led by ARTO Tasleem Wani, focused on educating local drivers and workers about the road safety practices, the importance of responsible driving and the severe risks associated with drug consumption behind the wheel.

The program also emphasized the long-term benefits of adhering to traffic rules and making conscious choices while on the road.

As part of the initiative, a total of 25 rapid drug tests were conducted on vehicle operators working at the project site.

The exercise was designed to curb drug-influenced driving, a critical factor in preventing road accidents and to instill a culture of safety among the driving community.

The program marks an important step in MVD Kishtwar's ongoing efforts to ensure safer roads and reduce accidents through education and enforcement.

Army organize motivational lecture on Officer Entry and Agnipath schemes at Jourian Akhnoor

AKHNOOR: Indian Army organized a motivational lecture at Government Degree College, Jourian, focusing on various Officer Entry Schemes and the Agnipath Scheme of the Indian Army.

This unique initiative aimed to inspire the youth, particularly girls and women, to consider a rewarding career in the Indian Army, serving the nation with pride and dedication.

The session provided detailed information about different entry schemes, including the prestigious Officer Entry Schemes, as well as the Agnipath Scheme, which allows young individuals to serve in the Indian Army for a limited period. Special emphasis was placed on the opportunities available for women to join the force and contribute to the nation's defense while breaking societal barriers. The event saw enthusiastic participation from the students, with many expressing interest in pursuing a career in the Army. The lecture not only motivated them to consider the Army as a viable career option but also highlighted the importance of selfless service to the nation. The initiative was widely appreciated by the attendees for its informative content and encouraging message.

Voter Shudhikaran awareness meet held

JAMMU: A meeting on Voter Shudhikaran Awareness was held in Patta Bohri, Ward 41, with prominent residents participating in large numbers.

Krishan Lal Sharma emphasized the importance of updating and refining the electoral roll to ensure accuracy and authenticity.

Voter Shudhikaran involves removing faulty or duplicate entries, deleting names of deceased voters, adding new eligible voters, and correcting errors, aiming to maintain democratic integrity and ensure a fair voting process, he said.

Sharma urged residents to cooperate with Booth Level Officers (BLOs) during the Special Summary Revision (SSR) of the voter list.

Notable attendees included Rakesh Verma, Jatinder Khajuria, Kimti Lal Jain, R.L. Kaith, and Sabita Manhas, Bachan Bhagat Urf Kali, Sat Pal Khajuria, Kulbhushan Sharma, Jawahar Lal Koul, Harwinder Singh, Ritesh Gupta, Vijay Mangotra, Rohit Choudhary, Ansh Dev, Sumit Pandita, Danish Sharma, Kiran Chandan, Dimple Sharma, Monika Sharma, Seema Bogal, Saveeti Ballowria, Anita Manhas and Poonam Manhas.

Natrang presents compelling performance of the Dogri play 'Diary Kuse Lok Naath Di'

EARTH NEWS SERVICE

JAMMU: Natrang presented a compelling performance of the Dogri play 'Diary Kuse Lok Naath Di' Sunday at Natrang Studio under its weekly theatre series 'Sunday Theatre'.

Based on a story by one of the most celebrated Dogri writers, Prof. Madan Mohan Sharma, a recipient of the Sahitya Akademi Award, the play was thoughtfully adapted by Dimple Sharma and directed by eminent theatre director Neeraj Kant.

Despite its modest scale, the dramatic presentation emerged as a rich and engaging artistic experience for the audience.

Speaking on the occasion, Natrang Director



Balwant Thakur shared that showcasing the works of eminent Dogri writers through 'Sunday Theatre' is a new initiative aimed at promoting Dogri language and literature.

He further emphasized

that dramatizing literary works and transforming them into compelling stage productions is a challenging task. However, Natrang is fortunate to have a team of dedicated experts who possess the creative vision

and technical expertise to convert any idea, concept, or narrative into powerful and engaging theatre.

As the title suggests, the play revolves around the diary of one 'Lok Nath'. The writer's son finds a diary from a pack and takes it to his home.

The cover of the diary was so tempting and attractive that the writer could not resist going through it, knowingly that peeping into someone's personal affairs is not a good habit but reading the pages of the diary, he finds a very interesting and dramatic life account of Lok Nath. Whenever there was any unusual happening in the life of Lok Nath he has not forgotten to pen it down.

The life of Lok Nath is portrayed in such an interesting manner that a common-man identifies with each situation and turns of his life. The opening pages finds Lok Nath disillusioned with everyone around him even to the extent that he has lost faith in God. Later he looks for something exciting to happen in his life.

Cash starved Lok Nath opts to do tuitions by teaching the children of his own boss, this way he will be able to please the hierarchy and make some pocket money as well. Here he happens to have some encounter with the sister-in-law of the boss.

Lok Nath finds her very attractive, charming and pleasing, which prompts

him to venture into an affair. Every day he goes with a new plan to approach her but is unable to muster courage to do so.

Finally, he withdraws his plan for the reason that if his boss will come to know about his intentions he is not only going to lose the girl of his dreams but the tuition and the regular job as well. The most interesting part of the play was its language which was itself a complete theatre.

Neeraj Kant as 'Writer' maintained the required tonality whereas Pawan Verma as 'Lok Nath' portrayed the inner conflicts of the character in a beautiful manner. The lights and the music of the play were executed by Kushal Bhat.

DC Rajesh urges youth to explore startup potential in farming sector

EARTH NEWS SERVICE

KATHUA: Department of Floriculture Kathua Sunday organized a one-day district level event on Commercial Floriculture here at Shakti Palace.

The initiative was held under the aegis of Mission for Integrated Development of Horticulture (MIDH).

Deputy Commissioner Rajesh Sharma was the chief guest. He appreciated the Floriculture Department for introducing the farmers and youth to highly lucrative floriculture sector. "Kathua District has a diverse topography which offers varied farming opportunities to the farmers. Agriculture and allied departments are providing proper handholding and technical guidance to the farming community," he noted.

The DC appealed youngsters to come forward and explore the vast potential in the farming sector, highlighting the availability of modern technology, improved methods, training support and financial assistance provided under various departmental schemes. He also lauded the role of Self Help Groups, especially Women run SHGs in contributing significantly to the rural economy of the district.



Earlier, resource persons from various departments shared detailed insights on income-generating opportunities in allied sectors.

An expert highlighted mushroom cultivation, informing that quality seeds are being provided by the department along with free technical support. Farmers were also apprised of government-backed financial assistance schemes to promote mushroom production.

Resource persons from Horticulture, Animal and Sheep Husbandry Departments briefed farmers on subsidy-based schemes for horticulture projects and financial assistance for setting up

dairy and sheep units. Participants were also sensitized to the judicious use of fertilizers, insecticides and pesticides for sustainable farming.

The resource person from the Floriculture Department informed participants about the financial assistance schemes available under the floriculture sector.

Chief Scientist from KVK Dr Vishal Mahajan provided valuable guidance on commercial flower varieties and the climatic conditions required for their cultivation.

Progressive farmers also shared their success stories and experiences, motivating others to adopt innovative farming practices.

Youth Engagement camp held at Village Shaie Arnora-Doda

EARTH NEWS SERVICE

DODA: As part of the ongoing initiative "Youth Engagement and Empowerment in the Union Territory of Jammu & Kashmir," an awareness camp was organized Sunday here at Village Shaie Arnora.

The programme was conducted by the Animal Husbandry Department in collaboration with Krishi Udyam associated with local Kissan Khidmat Ghar (KKG). The camp witnessed active participation from local youth and farmers. The participants were sensitized to various government schemes and initiatives aimed at promoting employment generation, strengthening rural livelihood and encouraging entrepreneurship in the Animal Husbandry sector.

Officials provided

detailed insights into key schemes including Integrated Dairy Development Scheme (IDD S), Integrated Poultry Development Programme (IPDP), Holistic Agriculture Development Programme (HADP), Integrated Feed and Fodder Development Scheme (IFFD), Rashtriya Gokul Mission (RGM) and National Livestock Mission (NLM). Information regarding eligibility criteria, financial assistance and application procedures was shared to facilitate greater outreach and participation. The camp served as an effective platform to educate and motivate rural youth towards self-employment avenues, enabling them to harness available government support for sustainable livelihood development.

Narsingh Seva Kendra celebrates its 3rd Foundation Day

First project in J&K to provide employment, education, values: Rupesh Kumar

EARTH NEWS SERVICE

JAMMU: The Narsingh Seva Kendra, located in the central area of Khoon village in Majalta Tehsil of Udhampur district, celebrated its third foundation day on Sunday, with great enthusiasm, community participation, and renewed commitment toward rural upliftment. Established under the Narsingh Gau Seva Samiti, Jammu and Kashmir as a registered trust, the center continues to advance its vision of holistic development through cow service, farmer empowerment, education, natural therapy, and organic farming. Spread across

approximately 150 kanals, the center has emerged as a dynamic model of integrated rural development, with its activities continuously expanding to meet diverse community needs. The chief guest on the occasion was RSS North Zone Sanghchalak Pawan Jindal. The event was presided over by NHPC Salal Project Executive Director Anish Gauraha, while Director of the Agriculture Department Anil Gupta attended as the guest of honour. The keynote speaker was Rupesh Kumar, senior pracharak and member of the RSS All India Executive Committee. The program began with floral tributes jointly offered by the chief guest and other dignitaries

to the portraits of Bharat Mata and Lord Nrusinh, and concluded with the national anthem.

NOTICE

I, No. JC-589042F, Rank: Sub. Stanzin Chonjor, Unit 4 Ladakh Scouts C/o 56 APO, S/o Tsering Angchok R/o Village Khalsar, Nubra, Tehsil Diskit, P.O. Diskit, Dist Leh-Ladakh UT do hereby inform that Date of Birth (DOB) of my wife namely Tashi Dolma has been mistakenly recorded as 02-11-1983 instead of 04-01-1984 in my Service Record. Now, I have applied for change of her DOB in my service record. Objection, if any, conveyed within seven days of this publication.

THE ADMINISTRATION OF UNION TERRITORY OF LADAKH OFFICE OF THE EXECUTIVE OFFICER MUNICIPAL COMMITTEE, LEH

No: 2510-15/MCL/2025-26

Dated: 28.03.2026

EXTENSION OF ADVERTISEMENT NOTICE

In continuation to the Advertisement Notice No. **2431-37/MCL/2025-26** dated **23.03.2026**, issued by the Office of the Executive Officer, Municipal Committee Leh, inviting applications for engagement of professionals on a contractual basis under Swachh Bharat Mission (Urban) 2.0, it is hereby notified for the information of all concerned that:

The last date for submission of applications has been **extended by one (01) week**.

- **Previous Closing Date:** 29th March 2026
- **Revised Closing Date:** 05th April 2026

The mode of application shall remain the same. Eligible candidates may submit their applications via e-mail or physically at the office of the Municipal Committee Leh within the extended date.

Applications received after the revised closing date shall not be entertained.

Note:

All other terms and conditions, eligibility criteria, positions, and details mentioned in the original advertisement notice shall **remain unchanged**.

(Stanzin Rabgais)
Executive Officer
Municipal Committee Leh