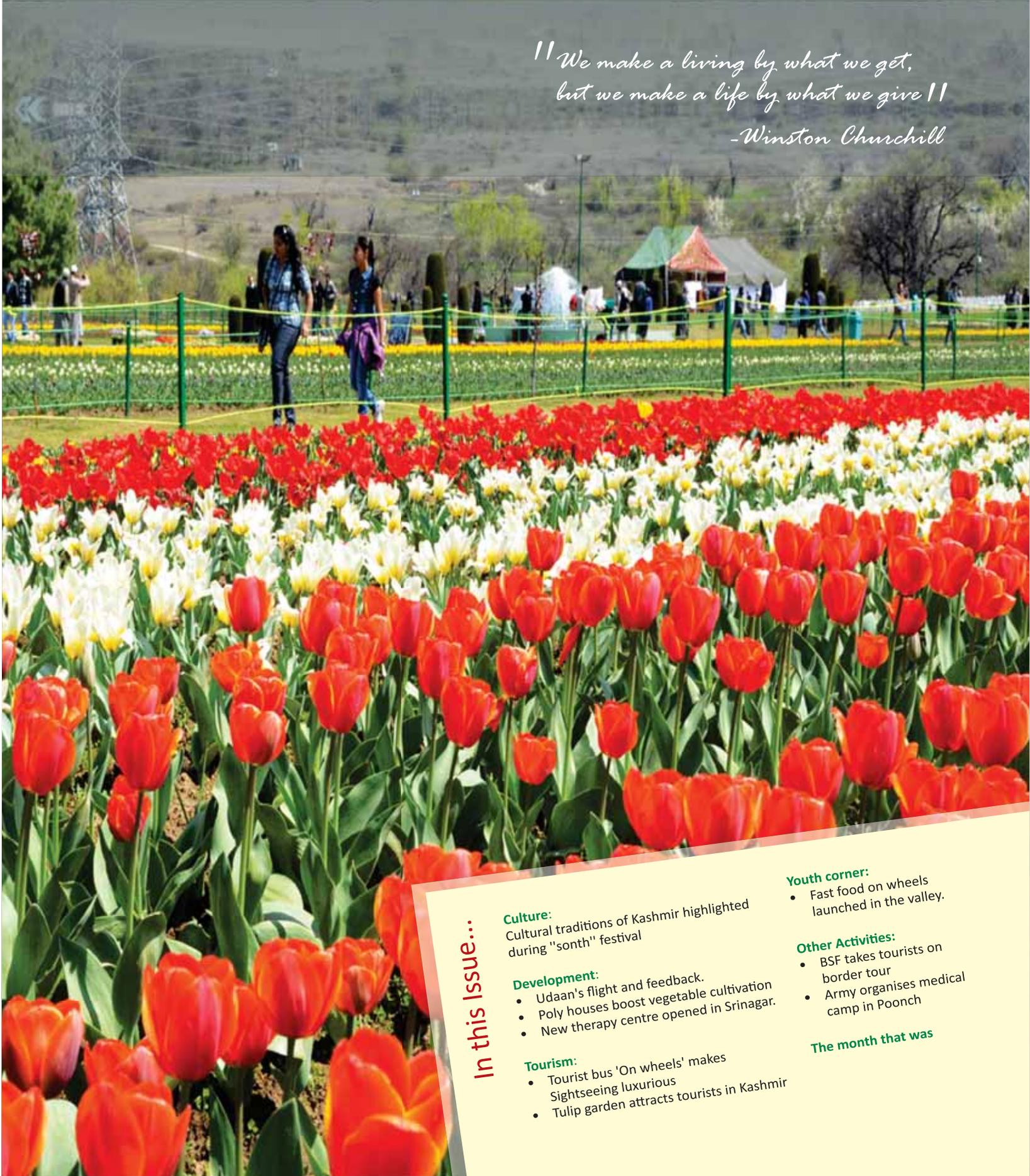


# Jammu & Kashmir Update

Volume VIII • No. 5 • May 2015

*!! We make a living by what we get,  
but we make a life by what we give !!*  
-Winston Churchill



## In this Issue...

### Culture:

Cultural traditions of Kashmir highlighted during "sonth" festival

### Development:

- Udaan's flight and feedback.
- Poly houses boost vegetable cultivation
- New therapy centre opened in Srinagar.

### Tourism:

- Tourist bus 'On wheels' makes Sightseeing luxurious
- Tulip garden attracts tourists in Kashmir

### Youth corner:

- Fast food on wheels launched in the valley.

### Other Activities:

- BSF takes tourists on border tour
- Army organises medical camp in Poonch

### The month that was

### Thought of the month:

“Hundreds of candles can be lighted by a single candle and the life of the candle will not be shortened. Happiness never decreases by being shared”

-Buddha

### From Editors desk

Jammu and Kashmir update is a unique initiative of Ministry of Home Affairs to showcase the positive developments taking place in the state, The ambit of the magazine covers all the three regions of the state with focus on achievements of the people.

To make it participatory, the magazine invites success stories/ unique achievements, along with photographs in the field of sports, adventure sports, studies, business, art, culture, positive welfare initiatives, social change, religious harmony, education, including pieces of art like drawings, cartoons, poems, short stories (not more than 150 words) or jokes, on post Box No 30, GPO, New Delhi-110001. Selected ones will be published in J&K update.

### Smile



- A: Why are all these people running?  
B: They are running a race to get a Cup.  
A: Who will get the Cup?  
B: The person who wins.  
A: Then why are all others running?

### Culture

#### Literary, cultural tradition of Kashmir highlighted during 'Sonth' festival



A three-day literary festival 'Sonth' (spring) was held at the Sher-e-Kashmir Convocation Centre in Srinagar. Over 2,000 people from the fields of film, art and literature attended the grand event organised by the state government in collaboration with 'Lehar', a non-governmental organisation (NGO).

Outlets of government departments, including handicraft, tourism, information, cultural academy among others displayed items bearing the Kashmiri art and culture.

Among known faces, leading poet Rahman Rahi, poet-critic Tarannum Riyaz, writers Basharat Peer, Mirza Waheed, activist Sadia Dehlvi, columnist and author Prem Shankar Jha and Rahul Pandita attended the event.

Poet Rehman Rahi said that an attempt was made to bring all artists together, gather their suggestions and execute the work as per their desires to be able to showcase a colourful programme presenting Kashmir in its true form. Dehlvi said that such events provided artists an opportunity to present their respective culture and tradition in front of others. According to her, it would be a good effort to take our culture countrywide, where artists can get an opportunity to meet new people and understand their tradition and thinking.

Rich cultural shows, folk dance and music performances were also organised during the event.

The handicraft artisans also presented live demonstrations of their art.

## DEVELOPMENT

### UDDAN'S FLIGHT AND FEEDBACK

#### Udaan Update:

Mega Selection Drives	3
Selected for Training	354
Joined Training	49
Undergoing Training	2453
Completed Training	29

#### NSDC Udaan recruitment drive in Jammu region

*Udaan*, a special initiative for Jammu & Kashmir has conducted three Udaan Mega drives in Jammu, Rajouri and Jammu. Some of the India's largest corporations like Accenture, IL&FS, Rooman Technologies, Ligare etc. participated in this massive recruitment drive to offer more than 2200 training and employment opportunities for the youth of Jammu and Kashmir. More than 1200 youth attended these Udaan Mega drive and more than 700 selections have been made.

Udaan mega drives are planned in Udhampur on 30<sup>th</sup> April, and 1<sup>st</sup> May, 2015, Srinagar 11<sup>th</sup>, 12<sup>th</sup> May, 2015, Anantnag 13<sup>th</sup>- 14<sup>th</sup> May 2015, Baramulla 18<sup>th</sup> – 19<sup>th</sup> May 2015, Kulgam 20<sup>th</sup> -21<sup>st</sup> May and Doda on 25<sup>th</sup> – 26<sup>th</sup> May 2015.

#### Udaan Candidate's Story

"I am Quarat Ul Ain from Srinagar. I'm working in Aegis and this opportunity was provided through Udaan.

Udaan project helped me and many more like me. It helped me to show my talent and skill and to kick start my career with top leading MNCs. I like to thank Accenture and Udaan team for guiding me, providing me the opportunity and showing me the right direction to work with leading multinational companies. I have attended the training provided by Accenture to enhance my skill set and to overcome my difficulties. Udaan Team has provided a wonderful training in terms of soft skills and subject knowledge. I have gone through an enriching experience of learning fundamentals of Accounts as well as brushing up my communication skills. This training has given me confidence to face the challenges in the interviews in MNCs. It has built my morale and self-confidence to the most. I would specially like to thank my trainers, as their support and encouragement has guided me to overcome my obstacles. I have gained skills/knowledge during the training. I learned a lot and have really good memories of the training, which refreshed my mind. As I was new to Bangalore city, Udaan had provided me good accommodation and facilities with adequate safety and security for women, that made me feel secure like at home. Finally I am placed in Aegis and I have gained vast knowledge to improve my career further with more opportunities coming in my way."



Quarat Ul Ain, Srinagar, Accenture

### Poly houses in J&K to boost vegetable cultivation.

The Jammu and Kashmir Government has taken an initiative to provide poly houses at subsidized rates to farmers to help them increase vegetable production and also protect their crops from vagaries of the fluctuating weather.

Poly house farming is an agricultural technique in which cultivation of vegetables is done in a controlled atmosphere, under ultraviolet film roofing and nets to keep pests out.

The initiative has benefited farmers of several villages in Budgam District and the government wants to expand it to other districts as well.

An agriculture department official Mohammad Ayub Mir said, "under poly house farming, there are different subsidies based on different schemes. There are some which offer 60 per cent subsidies and some offer even

more, so that more and more people are directed towards using poly houses. We want people to take advantage of this. It has brought revolution, particularly in urban clusters, not only in District Budgam, but in



other districts as well. They (poly houses) have brought a revolution in the agriculture sector, particularly in growing vegetables.”

Poly houses have also become very useful in cultivating saplings. Most of the farmers have taken up cultivating saplings during off season. A farmer Bilal Ahmed said “It is working like a backbone especially for the land owners in winters. Like we all know that the season of winter is very crucial for us. So, in that (winter) season, the cultivation of saplings is done in the green houses only. It has a well maintained temperature and suits the growth of saplings. As far as its structure is concerned, it is made of polythene, which maintains a hot temperature,”

The State Agriculture Department has been



implementing several centrally-sponsored schemes to increase the production of various crops, including paddy, maize, vegetables and saffron.

### Therapy centre in Srinagar brought ray of hope for autistic kids

In a bid to make treatment for autism available for all, a government hospital in Srinagar has opened a therapy centre for autistic patients. Along with the therapy centre, an Outpatient Department (OPD) for routine check-up of children with psychiatric problems has also been started.

The Department of Psychiatry of the Government Medical College launched first-of-its kind centre in Srinagar city at Shri Maharaja Hari Singh (SMHS) Hospital to help parents having trouble in finding proper treatment for the disorder.

The children are treated by remedial educators, speech therapists and development therapists through a unique module and their parents are also given guidance and training on how to work with their children.

A therapist, Doctor Shabnam said “Autistic children will benefit from this centre as we did not have many facilities in the past for autistic children. Most of the parents had to go out and the treatment outside is very

expensive. There are parents who cannot afford it and their children remain untreated. Although doctors did help these children, but the basic facilities, including remedial education, was not given to them. For this purpose, we have opened this centre and children from far off places are coming here and availing benefits.”

Most of the parents, whose children are being treated, are happy with the progress shown by their children after therapy treatment. They are happy with the Centre having been opened, as they feel it will immensely benefit children of poor villagers, who prefer going to Government Hospitals for treatment.

The World Health Organisation (WHO) changed the classification of autism 15 years ago from a disease to a disorder. According to WHO, the disorder is characterised by difficulties in social interaction, communication and a restricted and repetitive repertoire of interests and activities, across a wide spectrum of manifestations and severity.



## TOURISM

### Tourist bus 'On Wheels' make site seeing in J&K luxurious

In a bid to boost tourism, a fleet of luxurious buses was launched in Srinagar, which would provide state-of-the-art facilities to tourists visiting the picturesque valley.



The 'Kehwah' Group launched a theme-based high-end fleet of luxurious buses called 'On Wheels' that has been custom built to provide on-the-go services like spa, café, caravan and vanity van.

The concept according to Sheikh Imran, Chief Executive Officer of 'On Wheels' was inspired from European nations. Imran said "I guess our 'On Wheels' is first of its kind of project in the country. We have restaurant on wheels, café on wheels, and motor-homes or bedrooms on wheels. You can see this project everywhere in the developed cities like London, Paris, Hong Kong and Dubai. We have tried to connect Kashmir globally. It

will generate employment for more than 350 people." He added that one of the services even included business class like arrangement, with bedrooms and other luxurious facilities, and every segment of tourists and locals, be it high-end, low-end, middle class, all are covered under this project.

All the buses are equipped with GPS (Global Positioning System) tracking on board which will be monitored from a central control room. A local travel agent Mohamad Altaf stated it to be a fantastic concept. He said that these kinds of convenient buses have been launched first time in Kashmir and owner had thought over a commendable concept for local site seeing, which is a good process regarding tourism. He believed it will do brisk business,

The fleet consists of four types of hi-tech buses which provide unmatched, fun-filled, and safe travel options to the tourists in the valley.



### Kashmir Valley's Tulip Garden attracts many tourists

The Tulip Garden was opened for the public by Chief Minister Mufti Mohammad Sayeed. He felt that the arrival of tourists in the state will be unprecedented this year. By April, tulips are usually in full bloom in and around Srinagar, lending an ethereal atmosphere to the valley.

About one million tulips have been planted in Indira Gandhi Memorial Tulip Garden, Asia's largest tulip garden, spread over an area of 15 hectares on the banks of the picturesque Dal Lake in Srinagar. Apart from tulips, flowers of other variety like Hyacinths,



Narcissus, Daffodils, Muscuria and Iris have also been planted in the garden.

Tourists visiting the garden were visibly pleased at the sight of expansive rows of flowers in an array of colours. Sauravi Shah, a tourist from Mumbai, said that it was a superb and amazing feeling to be in the garden. So far she had witnessed such a scene only in films, but now it was before her eyes, she added.

Authorities are planning to showcase the tulip garden, set against the backdrop of the majestic snow-clad Himalayan range, as a major tourist destination in the state.



### Fast food on wheels was launched in the valley



getting advanced. Why to spend an hour in a restaurant? It is better to go to 'Just Bites' food truck and get your order ready in five minutes. I have many such products in the menu, which will facilitate customers to grab the bite and keep travelling".

Shankar, a chef from Bangalore, who is handling the food preparations said, "The concept behind the menu is to retain the originality and authenticity of the Kashmiri cuisine as well. We have both traditional and international food in the menu".

Currently, 'Just Bites' will be operating only one 'food truck' but in coming days more vehicles will be added.

The locals in Srinagar city can now quickly grab their meal from the newly launched 'Just Bites', a fast food outlet on wheels. The innovative concept has been brought to the valley by an MBA graduate, Shazan Mushtaq Shah. The youth in Srinagar appreciated the new concept of mobile food outlets in the valley.

The vehicle 'Food Truck' is equipped with a kitchen and modern gadgetry for preparing fast foods on the spot. The menu includes both authentic Kashmiri and international fast food like burgers, wraps and others.

Shezan said "Kashmir is fast getting developed. We are



## OTHER ACTIVITIES

### BSF took tourists on border tour

Personnel of Border Security Force (BSF) took tourists for a tour at the international border with Pakistan. The journey in open jeeps, carrying over a dozen of tourist for 'border safari', was flagged off from the Kathua District. The visitors were driven to villages along the border to take a glimpse of the area from the watch towers of BSF.

The 'safari' is part of two-day border festival which started on April 9, 2015, to promote international border with Pakistan as tourist destination. Tourists had a good time visiting the border for the first time. Security personnel welcomed them and explained to them the defence strategy used by them. A dog show by BSF at Kathua enthralled visitors.

The border festival saw a footfall of more than 12,000 people on its first day. An array of recreational activities



and cultural programme, with special emphasis on information, education and communication regarding various government schemes for border residents, were organised.

### Indian Army organised medical camp in Poonch

Indian Army organised a medical and veterinary camp on the demand of locals residing in the inaccessible hilly terrain located at 8,000 feet above sea level in Poonch District. People living in the inhospitable terrain have been finding it difficult to reach the plains for treatment.

Hundreds of locals, including the elderly, women and children, came to the camp to get themselves checked by the specialised doctors of the army. They were given free medicines. Several domestic animals, that help locals commute in the hilly terrain, were also treated by veterinary doctors at the camp. People of the area were thankful to the army for arranging this camp.



## THE MONTH THAT WAS...

### New recruitment policy announced

In a significant decision, the Jammu and Kashmir Government announced a new recruitment policy for gazetted and non-gazetted vacancies on contractual basis. The decision, however, won't be applicable for posts that already stand referred to the recruiting agencies. Persons appointed on contractual basis would be regularized after seven years of satisfactory service. This decision would help the government to fill vacancies of assistant surgeons, lecturers and teachers at the district level. This would in turn help the government deal with the manpower shortage in crucial sectors of the state.

### Darbar Move

The Civil Secretariat of the Jammu and Kashmir Government closed at Jammu for shifting to summer capital Srinagar as part of the biannual 'Darbar Move'. The offices will reopen in Srinagar on May 5. The government deployed over 100 trucks and buses to ferry employees and transport official records from Jammu to Srinagar. Nearly 10,000 employees working in various departments of the Jammu and Kashmir Government shift between the two capitals every six months.

### Alternate rail routes between Katra - Banihal

The railways are examining suggestions of the

Sreedharan Committee on realignment of the route between Katra - Banihal for the final leg of the Kashmir rail link project. The committee has suggested that the Signature Bridge on the River Chenab, a critical section of the rail link to the Kashmir Valley, could be unsafe during earthquakes, landslides and also due to its proximity to the Line of Control (LoC). The alternate recommended route is shorter and has straighter alignment of 70 km cutting through the mountain ranges, shifting the location of bridge over the River Chenab from the gorge to the floor of the valley.

### Terrorism to be combated with tourism in J&K: Sharma

Union Minister for Tourism, Mahesh Sharma said that the Centre will combat terrorism in Jammu and Kashmir with tourism. Addressing a tourism conclave at Baramulla, Sharma said the state will be made a paradise by the new government. He also said he would look into the demands for night flights and international flights from Srinagar Airport. He announced three circuits for Kashmir, Jammu and Ladakh Divisions under the new Central Scheme named 'Swadesh Darshan'. The Minister assured the state government about releasing Rs.127 crore packages for restoring the tourism infrastructure, damaged by last year's floods.

### Do you know?

'Rudyard Kipling' was the first English-Language writer to win Nobel Prize in Literature.

RNI Regn. No. DELMUL/2010/35730

Printed by: Chandu Press, D-97 Shakarpur New Delhi-92

Editor : Sulekha

Request for free copy of Jammu & Kashmir Update newsletter indicating the language preferred (English/Urdu/Hindi) or suggestions/feedback, if any, may be emailed to : [jammuandkashmirupdate@gmail.com](mailto:jammuandkashmirupdate@gmail.com)

Jammu & Kashmir Update is also available on the web at [jammuandkashmirupdate.com](http://jammuandkashmirupdate.com) and [mha.nic.in](http://mha.nic.in)

Published by : Ministry of Home Affairs, Government of India