



JAMMU UNIVERSITY Times

Education is not preparation for life; education is life itself. - John Dewey

MONTHLY NEWSLETTER

INAUGURAL EDITION



Felicitation of MBA Students of TBS, JU for High Rank Placement... Pg 3



Making History, Recasting Horizons: The Epic Legacy of General Zorawar Singh... Pg 5

JU celebrates 50 NIRF ranking among top Indian universities ... Pg 10



मानोज सिन्हा
उपराज्यपाल
जम्मू एवं कश्मीर
MANOJ SINHA
LIEUTENANT GOVERNOR
JAMMU & KASHMIR



I am pleased to learn that University of Jammu is bringing out the inaugural edition of its Monthly Newsletter. This wonderful initiative will play a vital role in enhancing communication, transparency in pursuit of academic excellence.

The newsletter will provide a valuable platform to showcase the achievements of students, faculty, and staff besides sharing other vital information for the benefit of the stakeholders. It will also help to connect the University more cohesively with the broader community, highlighting University's significant contributions to the academic and social life of Jammu Kashmir.

As Chancellor, I take great pride in the strides University of Jammu continues to make in nurturing talent and promoting knowledge that truly makes a difference.

I am confident that this newsletter will be a source of inspiration and engagement for all its readers. It will encourage the sharing of ideas of learning, and the celebration of achievements.

On this occasion, I extend my greetings and felicitations to all those associated with the publication of the newsletter and wish them all success in future endeavours.

August 31, 2024
Srinagar.

Manoj Sinha
(Manoj Sinha)

**VICE-CHAIRMAN
J&K HIGHER EDUCATION COUNCIL
AND
FORMER VICE-CHANCELLOR
UNIVERSITY OF DELHI**



It gives me immense pleasure to extend my heartfelt congratulations to the University of Jammu on the launch of the inaugural edition of its monthly newsletter. This newsletter marks a significant milestone in the university's journey towards fostering a culture of knowledge sharing and community engagement.

In an era where information is the cornerstone of progress, this initiative will serve as a dynamic platform to highlight the achievements, events, and developmental activities of the University. It will also provide a space for intellectual discourse, where ideas can be exchanged, and the academic community can stay informed about the latest advancements in various fields.

I am confident that this newsletter will not only be a source of information but also an inspiration for students, faculty, and staff to continue striving for excellence. The University of Jammu has always been at the forefront of academic and research pursuits, and this publication will further enhance its role as a beacon force in the higher education Sector of the region.

I extend my best wishes to the editorial team for their dedication and hard work in bringing this newsletter to life. I am sure it will become a valuable resource for everyone associated with the university.

Warm regards,

Dinesh Singh
Prof. Dinesh Singh

UNIVERSITY OF JAMMU
JAMMU - 180 006 (INDIA)
(NAAC Accredited A+ University)

Phones : + 91-191-2435268, 2450014
Fax : + 91-191-2459383
E-mail : vc@jammuuniversity.ac.in
rai_u@rediffmail.com

MESSAGE



I am thrilled to announce the launch of the University of Jammu's e-Newsletter, a dynamic platform designed to celebrate the remarkable achievements and initiatives of University fraternity. This newsletter will serve as a showcase for our mission, vision and core values, highlighting the contributions of the University towards academics, research, cultural activities and societal contributions, helping to foster a stronger sense of unity and collaboration among students, faculty, staff and other stakeholders.

This initiative underscores our unwavering commitment to excellence and engagement, offering a space to share ideas and strengthen our connections both within the university and with the broader community. I commend the editorial team and all contributors for their dedication in bringing this vision into reality.

I encourage everyone to engage actively and make the most of this vibrant new platform.

Umesh Rai
(Prof. Umesh Rai)

Vice Chancellor's Lodge, New University Campus, Baba Saheb Ambedkar Road, Jammu Tawi (J&K) - 180 006 (INDIA)

JU ranks 50 among top Indian universities

LG Manoj Sinha congratulates; VC lauds vision of LG

JAMMU:

The University of Jammu today crossed yet another significant milestone by achieving the distinction of bagging 50th rank among the best universities of India. The proud moment for the University came with the latest National Institutional Ranking Framework (NIRF) released by the Ministry of Education, Government of India this afternoon.

This marks a significant improvement for the University by moving ahead 13 steps and touching 50th mark from the previous rank of 63. The NIRF has been evaluating the performance of the institutions across the country since 2015 in five key areas, Teaching, Learning and Resources, Research and Professional Practice, Graduation Outcomes, Outreach and Inclusivity, and Perception.

"Touching 50th rank for the first time reflects the hard work and ded-



ication of the entire university fraternity", said Prof Umesh Rai, Vice

Chancellor University of Jammu. He said earning a place in the

top 50 is not just an honour but also opens up new opportunities

for the university through special privileges under various governmental and UGC schemes. This recognition underscores the commitment of the University to provide top-quality education and establish a culture of academic excellence, he added.

Prof Rai expressed his joy over this achievement, attributing it to the leadership, vision, and support of the Hon'ble Chancellor, University of Jammu and Lieutenant Governor of JKUT Manoj Sinha.

"This accomplishment makes us immensely proud and is evidence of our collective dedication to continuous improvement and innovation in all aspects of higher education," said Prof. Rai. He also extended his gratitude to the Higher Education Department and Finance Department of the Government of JK UT for their relentless support, which has been crucial to the university's success.

JU celebrates 78th Independence Day with patriotic fervour; VC hoists Tricolour



JAMMU :

University of Jammu today celebrated the 78th Independence Day

with patriotic fervour and enthusiasm. Vice Chancellor Prof. Umesh Rai hoisted the Tricolour at a spirited and patriotic ceremony held this morning in the University Campus. Extending warm greetings to the University fraternity, Prof. Rai recalled with sense of pride and gratitude to the valour, bravery, foresight, and unwavering dedication of the freedom fighters towards the motherland, whose sacrifices bestowed the cherished gift of freedom. "The nation will always hold deep gratitude for the extraordinary contributions of our freedom fighters," Prof. Rai said while addressing the students, scholars, officers and the staff besides their families who were present in large numbers. Prof. Umesh Rai also paid homage to Maharishi Aurobindo Ghosh on his birth anniversary, which coincides with In-

dependence Day, and highlighted his significant impact on India's spiritual, cultural, and political evolution. He underscored the need for drawing inspiration from Maharishi Aurobindo's teachings to strengthen the nation. Prof. Rai underscored the vital importance of robust institutions in shaping a strong nation. He also stressed the significance of unity and harmony, urging everyone to prioritize the principle of "nation first" in all their endeavors. Prof. Rai expressed sincere gratitude to the Chancellor and Lieutenant Governor JKUT Manoj Sinha for his visionary guidance and support, which have been instrumental in the University's achievements. He referred to the Chancellor's description of the University as a "happening place," acknowledging how these observations have come true to represent the vibrant academic and cultural atmosphere that has flourished under his leadership.

dependence Day, and highlighted his significant impact on India's spiritual, cultural, and political evolution. He underscored the need for drawing inspiration from Maharishi Aurobindo's teachings to strengthen the nation.

Prof. Rai underscored the vital importance of robust institutions in shaping a strong nation. He also stressed the significance of unity and harmony, urging everyone to prioritize the principle of "nation first" in all their endeavors.

Prof. Rai expressed sincere gratitude to the Chancellor and Lieutenant Governor JKUT Manoj Sinha for his visionary guidance and support, which have been instrumental in the University's achievements. He referred to the Chancellor's description of the University as a "happening place," acknowledging how these observations have come true to represent the vibrant academic and cultural atmosphere that has flourished under his leadership.

Girls' Hostels celebrate Independence Week with Tiranga Yatra

JAMMU:

The Girls' Hostels at the University of Jammu celebrated Independence Week with great enthusiasm, culminating in a vibrant and spirited Tiranga Yatra on the 78th year of Independence. The event was aimed to foster a deep sense of patriotism among the boarders, staff, and university officials, providing a platform for everyone to come together and celebrate India's 78th Independence Day with the pledge for a Viksit Bharat. The highlight of the celebrations was a 'Tiranga Yatra' in which hundreds of boarders from Girls Hostels participated which was followed by a Pledge for a Viksit Bharat and many activities were organized where boarders and staff of Girls' Hostels showcased their patriotic fervor through performances of patriotic songs, street plays (Nukkad Natak), folk songs, spirited slogans and activities. The rally witnessed active participation of the Provost of Girls' Hostels, wardens, resident wardens, and the entire hostel staff, creating an atmosphere charged with national pride. In her motivational address, Prof.



Shashi Manhas, Provost of Girls' Hostels, reflected on India's remarkable journey since gaining independence, emphasizing how the world now looks to India as a source of inspiration and opportunity. She encouraged the girl boarders to actively participate in the nation's growth, urging them to shape their destinies while staying rooted in their rich cultural traditions and said that Nation's progress is intertwined with that the progress of females, which is being encouraged by the government in making the nation a truly 'Viksit Bharat'. Prof. Manhas also expressed her sincere appreciation to the Vice Chancellor and University authorities, wardens, r/wardens, office assistants and staffs for their continued support and praised the enthusiastic participation of the girl boarders in making the event a resounding success.

CELEBRATIONS IN OFFSITE CAMPUSES



POONCH CAMPUS

The Poonch Campus JU celebrated India's 78th Independence Day with great fervor and patriotic zeal. The ceremony was marked by the hoisting of the Tri-Colour by Dr. Rubia Bukhari, In-Charge of the Department of Sericulture, on behalf of Prof. Rakesh Vaid, Director of Poonch Campus. In his message, Prof. Rakesh Vaid extended his heartfelt congratulations to the entire nation, emphasizing the significance of Independence Day in India's history. He highlighted the sacrifices of the martyrs who laid down their lives to protect the nation's integrity and sovereignty. Prof. Vaid's message res-

onated with the theme of unity and patriotism, encouraging everyone to remember the valiant efforts of those who fought for the country's freedom.

Speaking on the occasion, Dr. Rubia Bukhari delved into the importance of Independence Day, reflecting on the journey of the nation since its independence in 1947. She reminded the gathering of the collective responsibility to uphold the values and principles for which countless freedom fighters struggled. Dr. Bukhari's speech inspired the attendees, emphasizing the role of education and youth in shaping the future of India.

BHADERWAH CAMPUS

The Bhaderwah Campus of Jammu University celebrated India's 78th Independence Day with great enthusiasm and patriotic spirit. Prof. J. P. Singh Joorel led the celebrations by hoisting the Tri-Colour and taking the salute from the students of Little Angels School during their impressive march-past performance. A large gathering of students, teaching, and non-teaching staff attended the event, all united in their celebration of India's independence. In his address, Prof. J. P. Singh Joorel highlighted the importance of Independence Day and the sacrifices made by countless martyrs who laid protect the nation's integrity down their lives to and sovereignty. He emphasized the values of freedom, unity, and resilience, reminding everyone of the collective responsibility to honour and preserve the legacy of the freedom fighters. Prof. Joorel spoke passionately about



the ongoing efforts to safeguard the nation's integrity against those who seek to destabilise it. He assured that the nefarious designs of such elements would not succeed, thanks to the unwavering spirit and dedication of the people of India. The celebrations were further enlivened by a colorful cultural bonanza presented by the students of Bhaderwah Campus.

Their performances showcased the rich cultural heritage of India and the vibrant spirit of the young generation.

Dr. Kuljit Singh conducted the proceedings of the event with great poise and enthusiasm, ensuring a seamless flow of activities. Dr. Subash Chander presented the formal welcome address, expressing gratitude to all participants and contributors who made the event a grand success.

The Independence Day celebration at Bhaderwah Campus was a reflection of the unity and diversity of India, inspiring everyone to contribute positively to the nation's development and prosperity.



KISHTWAR CAMPUS

The students and staff of Kishtwar Campus, University of Jammu, celebrated the 78th Independence Day by hoisting the national flag. Prof. Jasbir Singh, Director, Kishtwar Campus hoisted the National Flag and addressed the gathering. In his address, he conveyed the message of Prof. Umesh Rai, Vice-Chancellor, University of Jammu, who greeted the students, faculty, and non-teaching staff of the Kishtwar Campus.

UDHAMPUR CAMPUS

The Udhampur Campus, University of Jammu was alive with patriotic fervour today as it celebrated the 78th Independence Day with a series of inspiring events and speeches. The celebrations began with the flag hoisting ceremony followed by a soulful rendition of the national anthem in the campus premises in the presence of students, staff, the Chief Guest, Romesh Sharma, Treasurer Volleyball Association, J&K and Volleyball Coach (Retd) and the rector of Udhampur Campus, Prof. Yash Pal Sharma. Addressing the gathering, the chief guest, Romesh Sharma, expressed his happiness to be there and noted that events like this serve as a reminder to renew our commitment to serving the country. The young people of today are making progress in a number of areas and are at a crossroads. According to Sharma, youth must engage in sports activities for nation-building in addition to academics in order to preserve the principles of freedom and for their overall growth. He went on to say, "Sports and spirituality can be of great help to combat the challenges of drug addiction, anxiety, and depression." He extended all his support in furthering the sports activities on the campus. Addressing the students, staff and, the members of the civil society, Prof. Yash Pal Sharma expressed his gratitude and congratulated the students who actively participated in the cultural program and literary views related to Independence day.



KATHUA CAMPUS

On 15th August, 2024, Kathua Campus, University of Jammu marked the 78th Independence Day with a series of commemorative events that underscored the significance of patriotism and environmental stewardship. The celebration commenced with a heartfelt tribute to the Veer Jawans who laid down their lives for the country's independence and sovereignty. Members of the Campus community gathered to offer flowers and express their deep appreciation for the soldiers. The tribute highlighted the enduring respect and gratitude for the sacrifices made by these brave individuals. The central event of the day was the flag hoisting ceremony, which took place in the Lawns of Academic Block of Kathua Campus. Prof. Arvind Jasrotia, Rector, Kathua Campus led the ceremony by hoisting the national flag which symbolizes the unity and sovereignty of the country. The flag hoisting ceremony was conducted by the Lieutenant Amit Sharma, Assistant Professor, Kathua Campus, along with the NCC cadets, followed by a powerful rendition of the national anthem by the university choir symbolizing the harmony and pride of the nation. As part of the 78th Independence Day celebrations, a special sapling plantation drive titled "Ek Paed Maa Ke Naam" (A Tree for the Motherland) was organized, featuring the planting of saplings to honor the occasion.



Felicitation of MBA students of TBS for high rank placement

JAMMU:

The Business School, University of Jammu today organized a felicitation ceremony for the students who got selected through the Campus Placement Drive. Shri Ramesh Kumar, IAS Divisional Commissioner Jammu was the Chief Guest of the occasion, while the function was presided over by the Vice Chancellor, University of Jammu, Prof. Umesh Rai.

The Business School, University of Jammu has always been proactive in innovative practices of teaching learning, industrial connect and quality placements. Every year various companies visit and select MBA students for the placements and internship. This year placement season began with High rank placement of ten MBA 3rd semester students through campus placement drive by ICICI Bank on August 20, 2024.

Speaking during the felicitation ceremony, Prof. Rai, congratulated the students who have secured placements, acknowledging their hard work and determination. He underscored the significance of sincere and dedicated efforts,



urging the students to approach their duties with honesty and integrity, without being overly concerned about immediate outcomes. Prof. Rai emphasized that a deep-seated passion to serve the nation and society is essential, as such fervor naturally leads to success and fulfillment.

Prof. Rai, drawing inspiration from Swami Vivekananda, reminded the students of the powerful impact that a single

educated individual can have on society. He encouraged them to use their education to make meaningful contributions to those in need, emphasizing that their success, as reflected in the recent placements, will naturally follow when they dedicate themselves to serving others with integrity and purpose. In his address, Prof. Rai also stressed the need for modernizing educational practices. He advocated for a shift from traditional blackboard teaching to

problem-solving education, proposing a curriculum centered on experiential learning. By engaging in group projects that encourage peer learning and continuous evaluation, students are better prepared for the challenges of the professional world and, consequently, more successful in securing placements.

Prof. Rai extended his compliments to the entire Placement Cell of TBS for their commendable efforts in achieving this milestone. He expressed his confidence that with the collective dedication of the faculty and students, the University of Jammu is well on its way to surpassing even the most prestigious institutions in the near future.

Divisional Commissioner Jammu, Shri Ramesh Kumar, IAS while congratulating Prof. Umesh Rai, Prof. Vinay Chauhan, and the selected students, emphasized that such achievements reflect the institution's dedication towards providing top-tier education that not only excels in quality but also offers exceptional value to its students. During his engrossing interaction with the

MBA students, the chief guest stressed upon the fact that learning practices in our nation should be rejuvenated to attain a 'student-oriented' approach and focus towards societal upliftment.

Earlier, Prof. Chauhan in his formal welcome address apprised the house about the placements at Deputy Manager Level 2 with a package of more than 10 Lakhs, which is at par with the top rank institutions of the country. This year students namely Chatinya Sharma, Aditi Anand, Pratham Gupta, Savi Gupta, Sarthak Gupta, Rudhra Gupta, Akshat Gupta, Aditya Sharma, Ramit Goel and Vishal Kumar got selected. Prof. Chauhan in his address acknowledged and appreciated the efforts of Dr. Rachna Mahajan, Placement Convener and the placement team of The Business School.

Prof. Alka Sharma, Dean Business Studies concluded the event and presented the formal vote of thanks. During her address, she thanked the dignitaries for gracing the occasion and motivating the students for achieving greater heights in their new professional journey.

JU-FICCI FLO JKL ink MoU to drive regional growth through women empowerment



JAMMU:

To promote women empowerment, the University of Jammu (JU) and the FICCI Ladies Organisation Jammu Kashmir and Ladakh (FLO JKL) Chapter today inked a Memorandum of Understanding (MoU), focusing especially on improving their health and wellness besides encouraging entrepreneurship.

The MoU was signed, in the presence of Vice Chancellor, University of Jammu Prof Umesh Rai, by Prof. Rahul Gupta, Registrar, University of Jammu, and Ms. Ruchika Gupta, Chairperson, FICCI FLO JKL. This collaboration marks the establishment of the Young Women Affinity Group (YWAG) at the University of Jammu, a key initiative under FICCI FLO JKL's broader efforts to empower women students in institutions of higher education. The key point of the MoU is to promote social and economic growth in Jammu, Kashmir, and Ladakh with special reference to building a brighter future for women.

JU-CEO, J&K sign MoU to enhance electoral awareness and participation

JAMMU:

In a significant stride to enhance electoral awareness and participation, the University of Jammu has signed a Memorandum of Understanding (MoU) with the Office of the Chief Electoral Officer (CEO), J&K. The MoU was signed, in the presence of the Vice Chancellor, University of Jammu, Prof. Umesh Rai, by Prof. Rahul Gupta, Registrar, JU, and Ms. Sapna Kotwal, Media Nodal Officer for SVEEP, along with Sh. Akthar Hussain Qazi, Nodal Officer SVEEP, J&K, representing Shri Pandurang K Pole, IAS, Chief Electoral Officer, J&K. This collaboration aims to strengthen the visibility, outreach,



and effectiveness of SVEEP activities. This partnership will utilize the University's Community Radio Station, Dhvani JU 91.2 FM, and also offer students from various departments of the University valuable internship opportunities.

Prof. Rai expressed confidence

that this initiative would significantly improve voter awareness, particularly among first-time voters, marginalized communities, and rural areas, fostering greater inclusivity and positively contributing to the democratic process.

Unique initiative launched to explore evolutionary journey

JAMMU:

In a remarkable step toward promoting scientific awareness, the University of Jammu, under the leadership of Vice Chancellor Prof. Umesh Rai, has unveiled a unique initiative on campus. Today, Prof. Rai planted topiaries that vividly depict the milestones of vertebrate evolution, symbolizing the incredible journey of vertebrate life on Earth.

These topiaries, representing key stages of evolution from fish to humans, are not just a visual treat but also serve as an educational resource for students and visitors. "At the University of Jammu, we are committed to nurturing scientific curiosity and deepening our understanding of the world," said



Vice Chancellor Prof. Rai.

"This project is intended to spark interest in the remarkable journey of evolution, while also underscoring the crucial need for conservation and sustainability."

The topiary garden is now open to the public, complete with inform-

ative plaques and guided tours to enhance the learning experience. The University also plans to expand this initiative by offering workshops, lectures, and research programs focusing on the horticultural importance of plants, evolutionary biology, and environmental science.

EDITORIAL

A NEW CHAPTER IN
UNIVERSITY
COMMUNICATION

It is yet another momentous occasion for University of Jammu to announce the launch of a monthly newsletter 'Jammu University Times' by the Media Cell under the insightful leadership of Vice-Chancellor, Prof. Umesh Rai. The initiative represents a significant step forward in enhancing communication within university fraternity, bringing them closer, and highlighting the achievements and activities that make this premier temple of learning very special.

In today's world, clear and timely communication is more important than ever for growth of any institution. This being the motivation, the Media Cell has taken on the task of creating this newsletter as a way to share important updates, upcoming events, and academic news with everyone at the University of Jammu. More than just news, it will also be a space to celebrate the accomplishments of our students, faculty, and alumni.

Each edition will offer a diverse range of content, from updates on research and community service projects to highlights of cultural events and key milestones from our departments. It will also provide insights into ongoing efforts to promote scientific research, encourage innovation, and build a more inclusive academic environment.

The launch of this newsletter is not just about starting a new publication; it reflects our deep commitment to openness, collaboration, and striving for excellence. We hope this platform will help bring the university community closer, offering a shared space where ideas can be exchanged, and the successes of our members can be celebrated.

As we move forward, we encourage everyone at the University of Jammu to contribute to this newsletter by sharing news, achievements, or thoughts on issues that matter. Together, let's make this platform a true reflection of the vibrant life and learning that thrives here.

We extend our sincere thanks to Prof. Umesh Rai for his unwavering support and guidance. His leadership has been key to making this initiative a reality, and we are confident that, under his direction, the University of Jammu will continue to grow and succeed.

EDITORIAL BOARD

Prof. Monika Chadha, Convener CRS, Prof. Garima Gupta, Head, DJ&MS, Prof. Dushyant Rai, DJ&MS, Dr. Vikram Sahi, I/c Librarian, JU, Vishal Bharti, Sr. Journalist, Sumeet Sharma, DI, Mansi Mantoo (*Executive Editor*)

Published by Media Cell, University of Jammu

DISCLAIMER: Views expressed by contributors are their own and not necessarily that of the University of Jammu.

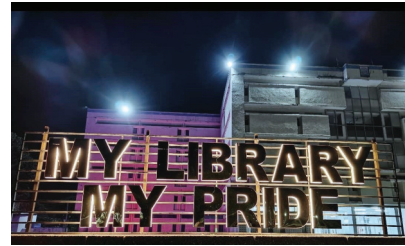
“BEYOND BOOKS: Power of
branding for Library Services”

DR VIKRAM SINGH SAHI

In today's digital age, where information is readily available at our fingertips, the importance of branding for libraries and library services cannot be overstated. Effective branding helps libraries differentiate themselves, establish their unique value proposition, and connect with their target audience in a crowded digital landscape.

A strong brand identity for libraries showcases their personality, values, and mission, setting them apart from other information providers. It communicates the library's commitment to providing high-quality resources, services, and experiences that meet the evolving needs of their community. Branding library are also required for the visibility and awareness of the library's offerings, making them more visible to potential users, for the Credibility and Trust as a professional brand image conveys credibility, establishing the library as a trusted source of information and expertise, for the Competitive Advantage in a digital world where information is abundant, branding differentiates libraries from other sources, highlighting their unique strengths. In addition to this Branding can help in Community Building by creating a shared identity among library users and staff.

The University of Jammu's Dhanvantri Library has taken a significant step towards addressing this challenge by introducing the slogan #MyLibraryMyPride and installing an LED panel to promote its brand. This initiative highlights the im-



portance of branding library services in the digital era.

Branding library services of University of Jammu is crucial for several reasons:

1. **Differentiation:** In a digital landscape where information is readily available, libraries must differentiate themselves from other sources. A strong brand identity sets them apart, communicating their unique value proposition.
2. **Engagement:** A well-crafted brand resonates with users, fostering a sense of ownership and pride, as evident in the #myLibraryMyPride slogan. This emotional connection encourages engagement, loyalty, and advocacy.
3. **Visibility:** The LED panel installed in front of the Dhanvantri Library increases visibility, making the library more noticeable and attractive to potential users. This visibility extends to social media, where the slogan can be shared, further amplifying the library's reach.
4. **Relevance:** Branding helps libraries demonstrate their relevance in the digital age. By showcasing their unique strengths and services, libraries can attract users who may otherwise rely solely on digital sources.
5. **Community Building:** A strong

brand creates a shared identity among library users and staff, fostering a sense of community. This community can collaborate, share ideas, and support one another, enhancing the overall library experience.

6. **Competitive Advantage:** In a digital world where information is abundant, branding provides a competitive advantage. Libraries can differentiate themselves from other sources, highlighting their unique strengths and services.

7. **Increased User Base:** Effective branding can attract new users, including those who may not have considered the library as a resource previously.

The University of Jammu's initiative demonstrates a forward-thinking approach to library services. By investing in branding, the Dhanvantri Library can:

1. Enhance user experience
 2. Increase engagement and loyalty
 3. Attract new users
 4. Establish itself as a hub of knowledge and learning
 5. Stay relevant in the digital era
- In conclusion, branding library services is essential in today's digital age. The Dhanvantri Library's #MyLibraryMyPride slogan and LED panel installation serve as a testament to this importance. By developing a strong brand identity, libraries can differentiate themselves, engage their users, and demonstrate their value in a crowded information landscape. As the digital era continues to evolve, libraries must prioritize branding to remain relevant, vibrant, and essential to their communities.

The author is I/C Librarian, Dhanvantri Library, University of Jammu
email: dhanvntrilibraryju@gmail.com

NEP 2020: JU's pathbreaking initiatives

COLLEGE ON WHEELS

"College on Wheels-J&K Gyanodaya Express" - one of the pioneering educational endeavors and the first of its kind in the Union Territory of Jammu and Kashmir. This unique initiative aimed at redefining education, effectively dissolving boundaries, and reshaping the world into a boundless university. The goal was to facilitate the discovery of students' inner passions and life's purposes through immersive, collaborative, project-based learning experiences that addressed real-world challenges. The ultimate aspiration was to cultivate a culture of idea incubation, innovation, and skill development in alignment with the National Education Policy 2020, where our honourable Prime Minister, Narendra Modi, had envisioned a paradigm shift from job seekers to job creators. The objectives of this initiative were multifaceted and aimed at fostering a well-rounded educational experience. Firstly, it aimed to encourage independent exploration and hands-on research to enhance learning and problem-solving skills that addressed real-life challenges. Secondly, the aim was to cultivate innovative thinking and interdisciplinary collaboration to inspire potential ground-breaking discoveries and facilitate the incubation of new ideas. Additionally, the goal was to equip students with the ability to identify market opportunities and navigate the complexities of bringing innovations to market, ensuring they understood customer needs. It also focused on promoting personal growth, self-confidence, and

leadership development, particularly for women's empowerment, while fostering cultural exchange to build unity and mutual respect. Finally, it enriched students by exposing them to India's rich historical, geographical, and cultural diversity.

DESIGN YOUR DEGREE

The "Design Your Degree" program is a flagship initiative of the University of Jammu under NEP-2020, aimed at transforming higher education and revolutionizing how students pursue their academic goals. With the motto, "Teach to Transform, Educate to Empower, and Learn to Lead," the program equips students with the agility and skills needed to excel in various professional fields. Unlike traditional degrees, which follow a one-size-fits-all approach, this innovative four-year program allows students to curate a personalized curriculum by selecting courses from different disciplines. This approach breaks down silos and fosters interdisciplinary learning.

The program addresses the limitations of conventional degrees by catering to individual strengths, passions, and aspirations, acknowledging the changing demands of the workforce. It emphasizes not only domain-specific knowledge but also the acquisition of diverse skills. Recognizing the rapid pace of technological advancement, the program aims to develop flexible professionals capable of transitioning between fields. It focuses on cultivating essential competencies such as critical thinking, effective communication, creativity, analytical

pro prowess, teamwork, leadership qualities, problem-solving, and collaboration, all crucial for success in the modern interconnected world.

The objectives of the program are to develop students' critical thinking, creativity, and communication skills, prepare them for future challenges through experiential learning and collaborative problem-solving, and bridge the gap between academia, industry, and society through innovative social experimentation. Additionally, it seeks to integrate interdisciplinary and trans-disciplinary approaches among students and showcase collaborative efforts to broaden their perspectives.

"Design your Degree" in accordance with the spirit of NEP-2020 guidelines during the current academic session 2023-24, which has gained much popularity among students and the Course was acknowledged by all at National level also. The University of Jammu has been designated as Nodal University by the UGC to spearhead the implementation of the NEP 2020 in the entire UT of Jammu and Kashmir.

During the visit of the Parliamentary Standing Committee on Education, Women, Children, Youth and Sports to the UT of J&K on September 01-02, 2023, the Committee while appreciating the University of Jammu for the introduction of new Innovative "Design Your Degree" Programme has directed the UGC to consider introduction of this Programme in other Universities across the Country as well.

Making History, Recasting Horizons: The Epic Legacy of GENERAL ZORAWAR SINGH

PROF. SHYAM NARAYAN LAL

Department of History, University of Jammu

The historiography of the princely state of Jammu and Kashmir is undeniably rich but remains notably incomplete. Despite active discourse in both academic circles and social media, the complex and significant history of the Jammu region remains marginal in the broader narrative of Indian history. Local historians have meticulously documented the rise of Maharaja Gulab Singh, the state's founding ruler, while supra-local historians, often preoccupied with ideological conflicts, have disproportionately focused on Maharaja Hari Singh, the last ruler. In the midst of these polarized narratives, other crucial aspects of the region's history have been regrettably neglected. Among these, the legacy of General Zorawar Singh, an extraordinary military leader and one of the most remarkable figures in Indian history, stands as a glaring omission.

General Zorawar Singh is an unparalleled colossus in Indian military history, a leader whose valor, brilliance, and visionary zeal are without equal. For nearly two decades, he served Maharaja Gulab Singh, the founder of Jammu and Kashmir, with unwavering dedication. His life is a saga of romance and adventure, etched in the annals of history with a fervor that continues to inspire.

Born in 1784 into a Rajput family from Kahlur (Bilaspur), then part of Punjab, young Zorawar embarked on a journey in search of his destiny, traveling to Haridwar and eventually to Jammu. By sixteen, he had joined the army of Rana Jaswant Singh of Ramnagar, where his exceptional skill in swordsmanship and archery quickly distinguished him. His courage and intellect soon caught the attention of the Kiladar of Reasi, leading to increasingly significant responsibilities. It was during these early roles, delivering messages to Raja Gulab Singh, that his destiny began to take shape. Recognizing his extraordinary dedication and talent, Gulab Singh entrusted him with the command of Reasi Fort and later appointed him as the governor of Kishtwar and commissariat officer of all forts north of Jammu. Zorawar Singh's meteoric rise was not merely a testament to his military prowess but also a reflection of his indomitable spirit and the pivotal role he was destined to play in shaping the history of India.

While Zorawar Singh continued rising in ranks and the esteem of his master, the politics in Lahore Darbar and the forms of their contestation with the colonial authority had also started acquiring new configurations. Maharaja Gulab Singh, a sagacious and ambitious ruler, could see the inevitable decline of the Sikh power and the resultant chaos and political vacuum that would follow the demise of Ranjit Singh. He, therefore, decided to carve out an empire for himself. He carefully assessed the political landscape. He realized that the British, by the Treaty of Amritsar in 1809, had barred his expansion to the east; by their support of the Amirs of Sind in 1838, there was little possibility of his advance to the south; and the Afghans, in the west, had resisted his en-

croachment beyond a certain limit.

Faced with a challenging political landscape, Gulab Singh resolved to expand his territory north of Jammu and east of Kashmir into Ladakh—a region overlooked by both the colonial powers and Maharaja Ranjit Singh. Seizing this opportunity, he entrusted his most valiant general, Zorawar Singh Kahluria, with realizing his imperial vision in the trans-Himalayan region. In 1834, with just 4,000 infantrymen, Zorawar Singh embarked on one of the most arduous and audacious campaigns in Indian history, carving out an empire in the shadow of the Himalayas.

To avoid attracting the attention of the Lahore Durbar, which controlled Kashmir, Zorawar Singh Kahluria took a daring route through Kishtwar into Purig. He swiftly defeated the Tibetan army at Sankoo and captured Leh, the capital of Ladakh. Although the proud people of Ladakh, unaccustomed to domination by plains powers, revolted several times—often spurred by Chinese influence or the Lahore Durbar—Zorawar Singh decisively crushed these uprisings, firmly securing the region. He fortified Ladakh with forts and garrisons, solidifying his control. Unyielding in his mission, Zorawar Singh pushed further into the Himalayas, braving perilous paths, crossing raging rivers, and ascending towering heights. By 1841, he had brought not only Ladakh but also Gilgit-Baltistan under his

command, expanding his empire to the farthest reaches of the mountains.

Zorawar Singh was not a general to rest on his laurels. Determined to push further, he resolved to march into Tibet. In May 1841, he led a formidable force of 6,000 men—Ladakhis, Baltis, and Kishtwaris—through the Indus Valley into Tibetan lands. His campaign was marked by swift and decisive victories: he sacked Hanle and Tashigong, subdued Rudok and Garo, and crushed a Tibetan force to capture Gartok. Zorawar's triumphs soon alarmed the colonial au-

thorities, who feared not only the loss of their trade monopoly but also the potential resurgence of an alliance between Lahore and Nepal, the last independent native powers in the subcontinent. Frantic correspondence and negotiations ensued, as the British sought to check Zorawar Singh's relentless advance through the political dispensation of Lahore Durbar.

Retreat was never part of Zorawar Singh's lexicon. He remained resolute in his mission to carry the flag deep into Tibet. Stationed at an altitude of 15,000 feet, where temperatures never rose above zero, he faced the unrelenting forces of nature. The bitter cold, coupled with incessant rain, snow, and lightning, persisted for weeks. Many of his soldiers succumbed to frostbite, starvation, or the harsh conditions, even burning their musket stocks for warmth.

On December 12, 1841, at To-yo, the Tibetans and their Chinese allies regrouped and launched an attack. In the initial exchange of fire, Zorawar was wounded in the right shoulder. Undeterred, he grasped a sword in his left hand and continued to fight. But fate took a cruel turn; amidst the deep snow and poor visibility, Tibetan horsemen charged the Dogra position, and one of them thrust a lance into Zorawar Singh's chest.

Thus, the hero fell, striving to unite the sacred land of Man Sarovar within his master's domain. By the time he departed from life, he had carved out a new geography for our country, leaving behind a legacy that resonates through time. For himself he also earned the distinction of breathing his last at a place where the great warriors of Mahabharata war had retired after gaining the glory and fame in the battle of Kurukshetra.

Zorawar Singh's legacy has been unjustly relegated to the shadows of history, both locally and beyond, with a profound lack of recognition for his pivotal role in shaping India's history and redefining its geographical boundaries. His name is rarely mentioned in schools, and political biases, coupled with the prejudices of certain historians, have obscured his contributions, branding him as an imperialist while ignoring his military brilliance, diplomatic skill, administrative reforms, and cultural sensitivity. Even his grave in Tibet has been forgotten, leaving a hero who expanded India's frontiers and safeguarded its sovereignty to languish in obscurity. It is high time that Zorawar Singh's legacy is restored and recognized by the nation he served and loved. He deserves to be remembered and respected as a national hero who extended India's boundaries to the edges of China, secured India's strategic interests in the Himalayas and Central Asia, and enriched India's culture and commerce with Tibet and beyond.

We call him the "Napoleon of India," the "Conqueror of Ladakh." But beyond titles and accolades, Zorawar Singh remains an immortal flame—a beacon for those who dare to dream beyond borders and carve their destiny upon the very mountains they tread. The Himalayas bowed before him—Ladakh, Tibet, Skardu, and Baltistan—all woven into his tapestry of conquests.



JU employees battle at annual sports meet

JAMMU:

The Jammu University Employees Tournaments Men & women was organised at University Campus in Table-Tennis (M&W), Carrom (M&W), Chess (M&W) and Badminton (M&W) by the Campus Sports Committee of the University of Jammu.

Dr. Daud Iqbal Baba Chairman, Campus Sports Committee inaugurated the Inter-Departmental Tournaments 2024 and interacted with the players of various departments participating in different disciplines.

The following competitions were held at the Gymnasium Hall of the Directorate of Sports & Physical Education, University of Jammu:

The detailed result of the matches of different disciplines.

Table-Tennis (M)

1. Deepka Badyal beat Prince Partap Singh by (2-0)

Table-Tennis (W)

1. Ms. Komal Bakshi beats Dr. Sunita Wadhwa by (2-0)

Badminton (M)

1. Tinku Kumar beat Rajesh Sharma by (2-0) sets.

2. Niranjan Singh Charak beats Neeraj Bhardwaj by (2-0) sets.

3. Pushminder Singh beats Sunil Kumar (2-1) sets.

4. Dr. Noor-ul- Asrar Beg beats Parmod Singh by (2-0) sets.

5. Vishal Sudan beats Nikhil Sharma (2-1) sets.

6. Abhinav Sharma beats Mohit Sharma by (2-0) sets.

4. Ms. Deepika Singh beats Ms. Pinkey Bazaz by (2-0) sets.

7. Prince Partap Singh beats Sanjeev Chada by (2-0) sets.

8. Dr. Sandeep Arya beats Raj Singh by (2-0) sets

9. Shantul Raina beats Popinder Singh by (2-0) sets.

10. Rajesh Kumar beats Pushpinder Singh by (2-0) sets.

11. Shantul Raina beats Akshat Paul by (2-0) sets.

Badminton (W)

1. Pinkey Bazaz beats Riya Bajral by (2-0) sets.

4. Dr. Noor-ul- Asrar Beg beats Parmod Singh by (2-0) sets.

3. Sonika Sharma beats Neeru Gupta by (2-0) sets.

Carrom (M)

1. Tinku Sharma beats Er. Rajesh Kumar by 1-0

2. Vishal Sudan beat Sunil Kumar by 2-0

3. S. Gursharan Singh beat Pankaj Gupta by 1-0

4. Nikhil Sharma beat Dr. Sandeep Arya by 1-0



5. Sahil Anand beats Varun Sawhney by 1-0

6. Deepak Badyal beat Lalit Sharma by 1-0

7. Abhinav Sharma beat Deepak Nargotra by 1-0

8. Dr. Noor-ul- Asrar Beg beat Rajesh Kumar by 1-0

9. S. Gursharan Singh beat Raj Singh by 1-0

10. S. Popinder Singh Sudan beat Er. Deepak Anand by 1-0

Carrom (W)

1. Pooja Manhas beat Dr. Sunita Wadhwa by 1-0

Chess (M)

1. Dr. Sandeep Arya beat Daleep Kumar

2. Deepak Badyal beat Prince Partap

3. Dr. Noor-ul-Asrar beat Sh. Sourav Chalotra

4. Vishal Sudan beat Sunil Kumar

5. Niranjan Singh beat Pankaj Gupta

6. Akshat Paul beat Karam Kumar

The matches were officiated by Raj Kumar Bakshi, Ravish Vaid, Vikas Karlopiya, Gagan Kumar, Jai Bharat, S. Padam Dev Singh, Mr. Ashok Singh Bali, Mr. Jeevan Bhagat & Sdr. Inderjeet Singh.

The tournaments were organized under the direct supervision of Dr. Daud Iqbal Baba Chairman, Campus Sports Committee University of Jammu.

National Sports Day 2024 celebrated

JAMMU:

The Directorate of Sports and Physical Education, University of Jammu celebrated National Sports Day 2024 at the University Campus. Prof. Umesh Rai, Vice Chancellor, University of Jammu, was the Chief Guest whereas Dr. Jatinder Khajuria, Finance Officer University of Jammu, Sh. Ranjeet Kalra, Member of Sports Council, Dr. Rupali Salathia, Member Board of Sports, Sh. Rashid Ahmed Choudhary, Former International Fencer, Sh. Ravinder Singh, Former International Athlete, Sh. Sharat Chander Singh, General Secretary J&K Athletic Association, Sh. Abhishek Jain, General Secretary Kick-Boxing Association, were the Guests of honour on this occasion.

Prominent personalities in Sports, coaches and managers of the medalist teams, players, office bearers of different games and sports who directly or indirectly supported the Directorate with their tireless efforts and achievements made the University of Jammu feel proud were special invitees. Speaking on the occasion, Prof. Umesh Rai, emphasized that embracing sports not only encourages sportsmanship but also recognizes the dedication of athletes and the achievements they bring to their nations. He added that National Sports Day serves as a reminder to motivate and support athletes, acknowledging their hard work and the teamwork they display.

Prof. Rai highlighted the importance of National Sports Day, noting that it is a day to celebrate the spirit of sportsmanship and unity that sports foster.

Prof. Rai, complimented the entire staff of the Directorate and also appreciated the efforts of the Directorate for conducting such events throughout the year. The Vice Chancellor also announced that the University will organize events of National level in the future for the promotion of Sports in J&K. He further

Earlier, Dr. Daud Iqbal Baba, Director, Directorate of Sports and Physical Education, JU presented formal welcome address

RECOGNITION TO RECKON WITH

Notable recognition for JU faculty Ranjeet Kalra appointed UT-Level Icon for upcoming Assembly elections



JAMMU:

In a significant development ace sports administrator, former cricketer, and Jammu University academician Ranjeet Kalra has been appointed as the UT-level icon by the Office of the Chief Electoral Officer, Jammu and Kashmir, in view of the upcoming General Elections to the J&K Legislative Assembly 2024.

An order issued by the office of the Chief Electoral Officer J&K reads, "You, being a renowned figure as a Sports Administrator and Former Cricketer, have been appointed as UT-level Icon for motivating the general public of Jammu and Kashmir, especially the youth and those eligible but

not enrolled as voters. Our combined efforts will definitely result in the enrolment of all such left-out eligible voters and in achieving the Election Commission of India's theme, i.e., 'No Voter to be Left Behind.' Another objective is to increase the voting percentage."

The appointment letter was handed to Ranjeet Kalra by Sh. Pandurang K. Pole (IAS), Chief Electoral Officer of Jammu and Kashmir, during a brief ceremony held at Nirvachan Bhawan, Jammu, in the presence of Ms. Sapna Kotwal (JKAS), Media Nodal Officer SVEEP, J&K, and Sh. Akhtar Hussain Qazi (JKAS), Nodal Officer (SVEEP), UT of J&K.

One-day workshop: A journey through cultural traditions of Jammu region



JAMMU:

The Department of History at the University of Jammu, in collaboration with the Indira Gandhi National Centre for the Arts (IGNCA) Regional Centre, Jammu, organized a significant one-day workshop titled "A Journey through Cultural Traditions of the Jammu Region." Held in the Seminar Hall of the Department of History, the event attracted a distinguished audience of scholars, artists, and cultural enthusiasts.

The academic session of the workshop began with opening remarks by Professor Suman Jamwal, Head of the Department of History at the University of Jammu, whose address was both incisive and compelling. Her dis-

course emphasized the indispensable role that heritage and tradition play in sustaining the continuity of cultural practices and societal values. By providing a thorough analysis of how these elements serve as the bedrock of our cultural identity, she highlighted the profound risks posed by their erosion. Professor Jamwal meticulously outlined the potential ramifications for future generations should these vital aspects of our cultural heritage be lost. Her address not only established a scholarly framework for the workshop but also underscored the urgency of collective action in safeguarding our cultural patrimony. Professor Jamwal advocated for a collaborative approach that involves the concerted efforts of governmental agencies,

educational institutions, and members of civil society. This call to action was intended to galvanize stakeholders at all levels to engage proactively in the preservation and enrichment of our cultural heritage amidst contemporary challenges.

This was followed by the address of the chief guest Prof. Lalit Mangotra. In his address he explored the need to transcend academic boundaries and embrace cultural traditions. The discussion highlighted how culture arises from people's lifestyles and evolves over time, reflecting on the disconnection from traditional practices. A poignant recitation of Mohan Lal's poem "Kandi" provided insights into the lifestyle of the people from the Kandi belt.



JU launches 3-day induction program for second batch of four year UG “Design-Your-Degree” program

JAMMU:

The 3-day Induction Program for the second batch of its innovative Four-Year Undergraduate program, “Design-Your-Degree” was inaugurated at JU today. Distinguished academicians graced the occasion and set the stage for a transformative educational journey for the new students.

Prof. Dinesh Singh, a renowned academican and former Vice-Chancellor of Delhi University, currently serving as the Vice-Chairman of the Jammu and Kashmir Higher Education Council, was the Chief Guest. Citing a profound quote from the Samveda, “We have to light the lamp of knowledge,” Prof. Singh stressed the need for open-mindedness in education, advocating for moving beyond traditional textbooks to embrace practical, hands-on learning experiences. Prof. Singh emphasized the importance of experiential learning. He urged students to go beyond conventional textbook



education and become self-motivated learners. Prof. Singh also encouraged the students to explore the extensive possibilities offered by the “Design-Your-Degree” program.

Prof. Umesh Rai, the Vice-Chancellor, University of Jammu, greeted the incoming students with valuable perspectives on the program’s multidisciplinary approach. Referring to the teachings of influential Indian philosophers like Sri Aurobindo Ghosh and Vinoba Bhave, Prof. Rai emphasized the value of hands-on learning and

active engagement for effective knowledge acquisition. Prof. Rai pointed out that this innovative program aims to depart from traditional education methods, allowing students to customize their academic journeys based on their individual interests and strengths. He encouraged the students to seize this opportunity to explore various disciplines, collaborate across different fields, and develop a comprehensive understanding that will equip them to navigate the complexities of the real world.

A lecture on anti-ragging organized

JAMMU:

In observance of ‘Anti Ragging Day’, the Department of Students Welfare, University of Jammu organized a lecture on ‘Anti-Ragging’ by Dr. Monica Narang, Associate Professor, The Law School, University of Jammu at the Seminar Hall of DSW. The purpose of organizing the lecture was to sensitize the students about different regulations related to ragging. It was attended by a sizeable gathering of students, members of anti ragging squad and members of Campus Cultural Committee.

The topic of the lecture was, ‘Breaking the menace of Ragging: Provisions and Regulations in the National Perspective’. Dr. Monica informed that Ragging is originally a western concept and was in the form of social interaction be-

tween seniors and juniors in schools and colleges. However, often, these interactions, take a brutal, inhuman and anti-social, form. Even some of the highly reputed colleges and institutions have a terrible history of ragging. Ragging has social, physical, political, economic, academic and psychological dimensions. She also informed that in the present scenario there are various laws, regulations and policies for preventing, prohibiting & punishing the cases of ragging & violations which are monitored by University Grants Commission as well as Indian Penal Code & Various Acts & enactments. Institutions must adhere to UGC guidelines, follow court rulings, and cooperate with law enforcement to ensure a safe and respectful academic environment.

Bhaderwah Campus organizes “Management Club Activity”

BHADERWAH:

The School of Management Studies Bhaderwah Campus, University of Jammu, organized a Management Club Activity today. The event was flagged off by Dr. Umesh Choudhary, Head of the School of Management Studies, Bhaderwah Campus. The event was organized under the guidance of Rector Bhaderwah Campus Prof. J.P. Singh Joorel.

Prof. J.P. Singh Joorel, Rector of Bhaderwah Campus, commended the School of Management Studies for its ongoing commitment to creating platforms that enhance student engagement and skill development. He emphasized the importance of such initiatives in preparing students for future challenges in the corporate



world and encouraged the faculty to continue supporting these vital activities.

In his inaugural address, Dr. Umesh Choudhary lauded the efforts of the students, faculty, and staff for their tireless contributions towards the successful organization of the event.

He extended his congratula-

tions to all the participants and organizers, encouraging them to actively participate in future Management Club activities. Dr. Umesh also delivered an insightful talk on personality development and self-grooming, emphasizing the importance of these skills in professional and personal growth.

NSS Volunteers undertake mass pledge under “Nasha Mukht Bharat Abhiyaan”

JAMMU:

NSS campus Units, the Office of the Programme Co-ordinator, NSS in collaboration with and the Office of the Dean Students Welfare, University of Jammu organized the pledge ceremony Programme in which more than 150 NSS volunteers of the University of Jammu, along with the NSS Programme Officers, participated. The flagship mass awareness campaign against drugs “Nasha Mukht Bharat Abhiyaan” was launched on 15th August, 2020. Since then NMBA has expanded to all districts of the country. This campaign has been able to sensitise and educate many people including youth, women and volunteers.

Workshop on Transgender Persons Act, 2019 organised at The Law School

JAMMU:

The Law School, University of Jammu in collaboration with the National Institute of Social Defence, Ministry of Social Justice & Empowerment, Government of India, successfully conducted a one-day workshop focused on the Transgender Persons Act, 2019, and its Rules, 2020. The workshop aimed to showcase intersectionality of issues linked with Transgender rights and their solution via interdisciplinary understanding. The workshop commenced with a formal inaugural session featuring distinguished guests, including Chief Guest Harvinder Kour, Mission Director ICPS, Department of Social Welfare, J&K; Retired Justice Rajesh Tandon; and Guest of Honor Advocate Pragma Aggarwal from the Supreme Court of India and special guest Prof. (Dr.) K.L. Bhatia.

Dr. Seema Rohmetra, Director, The Law School formally welcomed the guests. Dr. Rohmetra also emphasised to understand the issues of transgender persons from a prismatic perspective.

A major highlight of the session was the release of two important publications: Dr. Monika Narang’s book on research designs and methodology, and Dr. Nitin Sharma’s edited volume, A World of Rights: Navigating the Global Landscape of Human Rights.

Certificate Course in theatre concludes with scintillating performance

JAMMU:

The Certificate Course in Theatre organized by Skill Incubation Innovation & Entrepreneurship Development Centre (SIIEDC) in collaboration with the Department of Students Welfare, University of Jammu culminated today with an impressive performance by the participants. Prof. Umesh Rai, esteemed Vice Chancellor, University of Jammu was the Chief Guest and Padmashri Balwant Thakur, eminent theatre personality was the Guest of Honour. The Concluding function of the Certificate course was organised at Brig. Rajinder Singh Auditorium, University of Jammu. Speaking on the occasion,

Prof. Rai emphasized the essential role that skills, incubation, and innovation play in today’s rapidly evolving world. He spoke passionately about the importance of theatre in personality development, encouraging the students to continue refining their skills and to explore new creative avenues.

Prof. Rai expressed his admiration for the commitment and dedication of the course team, acknowledging their efforts in nurturing the artistic talents of the participants. He also congratulated the participants on their impressive personal growth throughout the program, noting how their journey exemplifies the transformative power of experiential learning.

NATIONAL SPACE DAY: WORKSHOP HELD

JAMMU:

The University of Jammu commemorated India's maiden National Space Day with a one-day workshop titled "Advances in Space Technology - India's Success." This workshop celebrated India's historic achievement of becoming the fourth nation to land on the moon and the first to reach the lunar south pole on August 23, 2023. In recognition of this momentous event, Hon'ble Prime Minister Shri Narendra Modi declared August 23 as "National Space Day." Prof. Umesh Rai, Vice Chancellor, University of Jammu presided over the event. Dr. Jagannath Das, Deputy Director of the Safety, Reliability, and Quality Area at U. R. Rao Satellite Centre, ISRO Bangalore, was the Chief Guest and Dr. Anshuman Sharma, Manager of D 32/IDSN at ISTRAC-ISRO, Bangalore, was the invited speaker for the occasion. In his presidential address, Prof. Umesh Rai underscored the significance of National Space Day as a moment of immense pride for every Indian. He highlighted the critical role of such workshops in sparking curiosity and passion in young minds. Prof. Rai urged the teachers to break down traditional disciplinary boundaries and promote a more integrated approach to education. He also stressed the importance of aligning curricula with industry and societal needs, advocating for long-term collaborations with institutions of national significance. "By inviting institutions of national significance to contribute to our curriculum, we can ensure that our students are equipped with the knowledge and skills necessary to meet the demands of the space industry," said Prof. Rai.

Dr. Jagannath Das spoke passionately about the historic event of August 23, 2023, when Chandrayaan-3 successfully landed on the Moon's south pole and subsequent declaration of this day as National Space Day by the Honorable Prime Minister of India Shri Narendra Modi. Dr. Das also reflected on the challenges faced after the Chandrayaan-2 mission and how the team drew inspiration from their leader and the support of the nation to achieve the successful landing of Chandrayaan-3.



Dr. Jagannath Das, in his address, also conveyed the importance of relentless dedication and hard work as the foundations of success. He encouraged students to remain steadfast in their pursuit of dreams.

Dr. Das expressed deep appreciation for the support from academia, industry, and the public, which has been vital to ISRO's successes. He underscored ISRO's commitment to community engagement through outreach programs that bring thousands of students to ISRO facilities each month and mobile exhibitions that spread knowledge of space technology to rural areas.

Dr. Anshuman Sharma shared his personal experiences of being involved in the ground tracking operations for Chandrayaan-3, which began on July 14, 2023. His insights provided the audience with a deeper understanding of the meticulous planning and execution that went into ensuring the mission's success. He also introduced to various ventures of the ISTRAC that it has successfully completed in the past.

Dr. Sharma also emphasized on

the collaboration of various technologies working together to achieve these remarkable feats. Addressing the students, he encouraged them to pursue their passion for science and technology, emphasizing the importance of continuous learning and innovation in driving the future of space exploration.

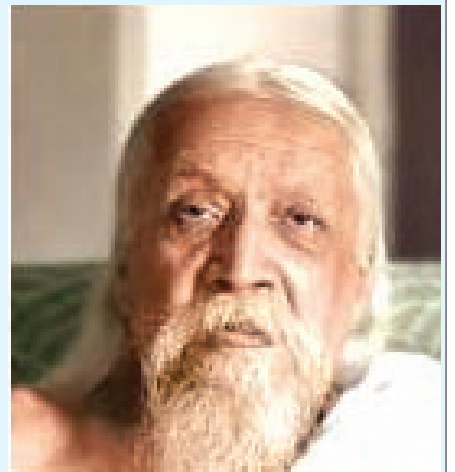
The workshop included several technical sessions, featuring invited talks by the ISRO guests who shared their expertise on various aspects of space technology. In addition, a student session was held where students from different departments presented posters and delivered speeches on topics related to space exploration. The enthusiasm and creativity displayed by the students were a testament to their deep interest in space science. To recognize their outstanding contributions, prizes were awarded to the participants. The workshop was a resounding success. The event not only celebrated India's achievements in space but also inspired the students and researchers to continue pushing the boundaries of exploration and innovation.

JU to set up Maharishi Aurobindo Gyan Kendra

JAMMU:

On the momentous occasion of Independence Day, which coincides with the birth anniversary of Maharishi Aurobindo Ghosh, the Vice Chancellor, University of Jammu Prof Umesh Rai announced the establishment of Maharishi Aurobindo Gyan Kendra within the Dhanvantari Library. The announcement assumes significance as it not only honors India's hard-won freedom but also celebrates the life and teachings of one of the nation's most profound thinkers and freedom fighters. Highlighting the importance of Kendra, Prof. Rai said, "As we commemorate the birth of our nation and the legacy of Maharishi Aurobindo, who played a crucial role in India's independence, we are also laying the foundation for a centre that will empower our students with knowledge that transcends conventional education."

The Maharishi Aurobindo Gyan Kendra will be dedicated to exploring the life, philosophy, and teachings of Maharishi Aurobindo, a revered philosopher and a national leader, who was instrumental in India's struggle for freedom. The great philosopher significantly influenced the independence movement through his writings in newspapers such as 'Vande Mataram' and 'Karmayogin', where he advocated for self-governance and inspired a generation of revolutionaries. The Gyan Kendra will serve as a beacon for holistic education, embodying Maharishi Aurobindo's belief in integral education that encompasses intellectual, moral, and spiritual growth. The Kendra will house a vast collection of literature on Aurobindo's thoughts, as well as the works of other prominent India's iconic thinkers, leaders and visionaries offering students and scholars a deep well of knowledge to draw from.



In addition to being a repository of intellectual resources, the Gyan Kendra will also organize various activities, exhibitions, and programs throughout the year, providing students with opportunities to deeply engage with Aurobindo's vision of personal and societal transformation. These events will provide a platform for students to engage with the ideals and legacies of India's most influential and visionary minds.

Maharishi Aurobindo's teachings on the evolution of the mind toward supramental consciousness will be a central theme of the Kendra's programs. Students will be encouraged to explore their potential, integrating the physical, mental, and spiritual aspects of their lives, and contributing to the creation of a just and harmonious society—an aspiration that Aurobindo envisioned for a liberated India.

The setting up of the Maharishi Aurobindo Gyan Kendra is a major step forward for the University of Jammu in its commitment to providing a truly enriching educational experience. By focusing on both the intellectual and spiritual growth of its students, the university is not just preparing them to be leaders and innovators, but also to play a meaningful role in the broader evolution of human consciousness and society.

Interactive session on drugs and substance abuse held

JAMMU:

The Law School, University of Jammu hosted an enlightening expert lecture on "Drug and Substance Abuse: Issues and Preventive Strategies." The session, conducted by Advocate Uma Kapahi from the District Legal Services Authority (DLSA) Jammu, aimed to address the multifaceted problem of drug abuse and explore effective preventive strategies.

Advocate Kapahi provided an in-depth analysis of the various factors contributing to drug and substance abuse, emphasizing the critical role of family, educational institutions, law enforcement agencies, and lawyers in addressing this issue. She identified the most vulnerable groups and outlined actionable steps for each stakeholder to mitigate the impact of drug abuse on society.

The session highlighted the provisions of the Narcotic Drugs and Psychotropic Substances (NDPS) Act, 1985 offering detailed insights into relevant case laws. Advocate Kapahi also shared valuable information on helplines and rehabilitation services provided by the National Institute of Social Defence (NISD), Ministry of Social Justice & Empowerment, Government of India.

A key takeaway from the lecture

was the emphasis on the fundamental duty of every citizen to actively support law enforcement efforts in combating drug abuse. Advocate Kapahi stressed the importance of educators and family members in providing adequate support and counselling to younger individuals to prevent substance abuse.

The lecture concluded with an engaging interactive session where students raised various queries, delving into different di-

mensions of drug and substance abuse. This discussion underscored the significance of continued dialogue and education on this pressing issue.

The session was conducted under the able guidance of Dr. Seema Rohmetra, Director, The Law School and coordinated by Dr. Nitin Sharma, Faculty member, The Law School. The Vote of thanks was presented by Kasak Gupta, student from second semester.

Parent enrichment program on lifestyle and child development organized

JAMMU

The Department of Home Science (Human Development), University of Jammu organized a parent enrichment program on the theme 'Health lifestyle for optimal child development' for the parents of children in early childhood years. The department of home science runs a laboratory nursery school, which provides quality early childhood care and education to the children in the foundational age of 6 months to 6 years. While elaborating on the objectives of the parent enrichment program Prof. Sarika Manhas, Head of the department mentioned that this program provides parents with knowledge and tools to improve their parenting skills, and contribute effectively towards holistic development of their children. She highlighted that effective parenting in early childhood is fundamental in shaping a child's cognitive, emotional, and social development, laying the groundwork for future success and well-being. She further mentioned that Addressing lifestyle issues is essential if the children are to realise



their full human potential. The resource persons for the program were Prof. Rajni Dhingra, former Dean Research Studies, University of Jammu, Dr. Archana Bhat, Nutritionist and Assistant Professor, GCW Gandhi Nagar, and Ms. Lily Bhan, Parental Coach and Center Head Brainpreneurs, CDC. Prof.

Rajni Dhingra in her session talked about challenges and advantages of contemporary parenting. She was of the view that modern parents benefit from extensive research on child development, more educational resources and technological tools that can provide them support.

Jambu Lochan Boys Hostel hosts insightful interactive session on Drug Abuse

JAMMU:

The Jambu Lochan Boys Hostel at the University of Jammu hosted a comprehensive and engaging interactive session titled "Addressing Drug & Substance Abuse: A Multidisciplinary Approach." This event, conducted under the guidance of Prof. (Dr.) Lalitsen Sharma, Provost of the Boys Hostel, aimed to raise awareness among boarders about the harmful effects of drug and substance abuse. The session aligned with the guidelines provided by the Na-



tional Institute of Social Defence and supported the objectives of the Nasha Mukta Bharat Abhiyan,

which seeks to combat substance abuse in higher educational institutions.

Expert Lecture on Legal Excellence organised



JAMMU:

The Law School organised a distinguished lecture by Dr. Adish Aggarwala, Senior Advocate, Supreme Court of India, and President, International Council of Jurists, London, on the topic "How to become a Successful Lawyer: Insights, Strategies & Career Paths". Dr. Aggarwala shared his expertise and insights on the qualities and strategies that define success in the legal field, emphasizing that a successful lawyer must possess integrity, intellectual rigor, and a commitment to justice.

Dr Seema Rohmetra, Director The Law School presented the welcome address wherein, wherein she welcomed the dignitaries and highlighted the evolving role of lawyers in today's complex legal landscape, requiring a delicate balance of legal acumen, ethical conduct, and strategic thinking.

The lecture was followed by an engaging interactive session, where students sought guidance on various aspects of legal research, internship opportunities, and the qualities of a good lawyer. Dr. Aggarwala's responses were enlightening and provided valuable insights to the students. On the sidelines of the session, Dr. Aggarwala, in his capacity as President of the International Council of Jurists, London, bestowed lifetime membership upon faculty members of The Law School, recognizing their contributions to the society at large.

The proceedings of the program was expertly conducted by Suhasini and Suhani Sharma, and assisted by Anshika Gandhi, Pratham Gupta and Sushant Sharma. The event was attended by notable legal luminaries, including Subash Gupta, Former District and Sessions Judge and PSC Member, Jayesh K Unnikrishnan, Advocate on Record, Supreme Court of India, Advocate Bharat Singh Jamwal, and Advocate Neeta Verma, alongwith the faculty and students of The Law School.

The event was a resounding success, providing students and faculty with a unique opportunity to learn from one of the most respected legal minds in the country.

Tributes to Dr. Sarvepalli Radhakrishnan on Teachers' Day and Foundation Day of the JU

DR. NITAN SHARMA
The Law School

On September 5th, we gather to celebrate Teachers' Day, a day dedicated to honoring the legacy of Dr. Sarvepalli Radhakrishnan, who once said, "The true teachers are those who help us think for ourselves." This day is particularly special for us at the University of Jammu, as it also marks our Foundation Day.

Born on September 5, 1888, Dr. Sarvepalli Radhakrishnan was an eminent philosopher, scholar, and statesman who profoundly impacted education in India. His work and ideas continue to inspire educators and stu-

dents across the nation. As he aptly put it, "Education is the movement from darkness to light."

On becoming President of India in 1962, his students and friends suggested celebrating his birthday. In response, Dr. Radhakrishnan humbly proposed his birthday to be observed as Teachers' Day, a day to honor the contributions of teachers to society.

Teachers' Day holds even greater significance for the University of Jammu as it aligns with our Foundation Day. Since its establishment, the University of Jammu has embodied the values Dr. Radhakrishnan stood for—knowledge, wisdom, and the pursuit

of truth. As he said, "The end-product of education should be a free creative man, who can battle against historical circumstances and adversities of life."

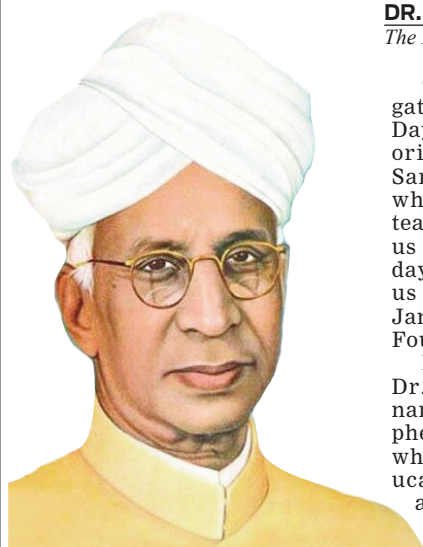
On this special day, we express our heartfelt gratitude to the teachers, who dedicate their lives to shaping the minds and hearts of the future generation. The educators at the University of Jammu, like their counterparts across the country, are the true pillars of society. They inspire, guide, and mentor students, not just academically but in all aspects of life.

As Dr. Radhakrishnan aptly said, "When we think we know, we cease to learn."

Let us renew our commitment to education and to the noble profession of teaching. Let us work together to ensure that the University of Jammu continues to be a place where dreams are nurtured, minds are enlightened, and lives are transformed.

On this Teachers' Day and Foundation Day, we pay tribute to Dr. Sarvepalli Radhakrishnan, whose legacy continues to inspire us all. We extend our deepest appreciation to all the teachers who work tirelessly to make our university a beacon of learning.

Happy Teachers' Day, and congratulations to the University of Jammu on another year of excellence and achievement.



JU celebrates 50 NIRF ranking among top Indian universities

VC credits LG, University fraternity for historic achievement

JAMMU:

The University of Jammu today celebrated with fervor and enthusiasm the significant milestone of securing 50th rank among the top Indian universities, as announced by the National Institutional Ranking Framework (NIRF) 2024.

This remarkable achievement marks a huge step forward in the University's pursuit of academic excellence and institutional growth.

The celebration event at the University campus was joined by Deans, Directors, Rectors, Heads of Teaching Departments, Faculty members, Officers, and Representatives of all associations of the Uni-



versity, underscoring the collective spirit behind this success.

On the sidelines of the celebration event, Vice-Chancellor Prof Umesh Rai, along with senior colleagues, in an informal media inter-

action, dwelt in detail about the initiatives taken by the University for achieving academic excellence. He referred to various path breaking strides and innovative measures in specific areas taken in the recent

years that also contributed to the ranking by the NIRF.

"We feel honoured in acknowledging the continued support and guidance of Chancellor and Lieutenant Governor, J&K Manoj Sinha in shaping the academic journey of the University in consonance with fast changing trends and innovations", Prof Rai said.

The Vice-Chancellor also reflected on the LG's vision, which focuses on the holistic development of students by nurturing their personalities and transforming them into job providers rather than job seekers, highlighting the importance of the National Education Policy (NEP). He noted that the NEP em-

phasizes developing students' creativity, critical thinking, and problem-solving skills, aiming to provide a more holistic, multidisciplinary, and flexible education.

Later, while speaking at the celebration event, the Vice Chancellor complimented the University fraternity for their dedication and hard-work, attributing this unprecedented success to the unwavering support and visionary leadership of the Chancellor and Lieutenant Governor JKUT.

"This accomplishment reflects the tireless efforts of the entire University, made possible through the guidance and encouragement of the LG", he added.

Induction programme for newly admitted students held

Skills, knowledge imperative for career advancement: VC

JAMMU:

Vice Chancellor, University of Jammu Prof Umesh Rai today underscored the pivotal role of skill and knowledge in shaping the destiny of youth not only for their career advancement but also to achieve the national agenda of growth and productivity.

Speaking at a well attended Induction Programme for newly admitted students at the General Zorawar Singh Auditorium, organized by the Department of Students Welfare, University of Jammu; the Vice Chancellor also highlighted the value of education beyond traditional classrooms and called for experiential learning that combines theoretical knowledge with practical application.

Prof Rai exhorted students to listen to their "inner drumbeat," urging them to pursue academic and career paths that truly resonate with their passions and interests.

The Vice Chancellor dwelt in



detail on skills and knowledge, saying both hold crucial significance in the career development of youngsters in the present competitive era and places them in good stead to face the real world challenges with confidence. While knowledge enriches young minds and bestows upon them a strong foundation of understanding, skills bring practical application to that knowledge. Therefore, possessing both knowledge and skills are important for achieving success, he maintained.

The event was graced by distinguished guests, Padma Shri

Balwant Thakur and Indu Kanwal Chib, JKAS, Mission Director, JK Rural Livelihood Mission, both distinguished alumni of the University.


Balwant Thakur shared nostalgic memories of his academic odyssey in the university, stressing the importance of staying connected to one's roots and taking ownership of their institution and community. He complimented the University for organizing the induction programme and encouraged students to use their time on campus positively and progressively.

JU hosts Partition Horrors Remembrance Day

JAMMU:

On the eve of Independence Day, the Indira Gandhi National Center for Arts (IGNCA), Regional Centre, Jammu, in collaboration with the Department of History, University of Jammu, and the POJK Visthapit Sewa Samiti, hosted a solemn Partition Horrors Remembrance Day at the Seminar Hall of the Department of History. The event began with a symbolic ceremony, marked by the ceremonial lighting of the lamp. This significant ritual was performed by the chief guest, Prof. Meena Sharma, Dean Planning and Development, University of Jammu. She was joined by Prof. Suman Jamwal, Head, Department of History, and Shruti Awasthi, Regional Director, Indira Gandhi Na-

tional Center for Arts (IGNCA). A poignant two-minute silence was also observed. This moment of reflection was dedicated to honoring and remembering the courageous individuals who made the ultimate sacrifice for the nation's freedom and those who suffered during the tumultuous aftermath of the Partition. In her address as the chief guest, Prof. Meena Sharma delivered a deeply moving and impactful speech that resonated with all present. She began by paying tribute to the remarkable resilience of the survivors of Partition, celebrating their strength and fortitude in the face of unimaginable adversity. Her words were a heartfelt acknowledgment of the enduring human spirit that carried many through the darkest days of history.


COLLEGES DEVELOPMENT COUNCIL
UNIVERSITY OF JAMMU
 (NAAC Accredited 'A+' Grade University)

B.Ed ADMISSION NOTIFICATION - 03

Extension of Last Date for Online Registration for B.Ed (ACADEMIC SESSION 2024-25)

In continuation to Notification No. CDC/2024/1689 dated 03.08.2024 It is hereby notified for the information of all concerned that LAST DATE of online registration for admission to the B.Ed Programme of the University of Jammu for the Academic Session 2024-25 has been extended upto 21-09-2024 with a fee i.e Rs. 2860/- (Rs. 2660/- and Late fee Rs. 200/-). Further the ADMISSION SCHEDULE is to operate as under :-

SCHEDULE FOR COUNSELLING & ADMISSION (OFFLINE MODE)	
1. Last date of FILING of Online Registration Form/Preferences on the University website: https://www.jammuuniversity.ac.in/PG/2024-25 (with late fee)	03.09.2024 to 21.09.2024
OFFLINE PHYSICAL VERIFICATION & COUNSELLING (By Affiliated B.Ed Colleges)	
2. Reporting time for Physical Verification of the Eligibility/ Original Documents (NOTE: All applicants must report in person for Physical Verification/Admission).	24th & 25th September, 2024 (10:00 am to 01:00 PM)
3. Admission in order of Merit/ Preferences	24th & 25th September, 2024 (From 02:30 pm onwards)

Other terms and conditions shall remain the same.

All applicants are advised to refer B.Ed Admission portal for latest information/ updates: <https://www.jammuuniversity.ac.in/PG/2024-25> OR <https://juet.org>

No: CDC/2024/1902
 Dated : 29-08-2024
Sd/-
DIRECTOR


THE BUSINESS SCHOOL
UNIVERSITY OF JAMMU

CENTRALIZED MBA ADMISSION: 2025

The candidates who are appearing in CAT-2024 and are desirous of seeking admission to MBA programme of the University of Jammu for the session 2025-2027 in The Business School/Offsite Campuses (Kathua and Bhaderwah)/ Private Institute/College affiliated to the University of Jammu (Institute of Management Sciences) are directed to fill the online admission form of The Business School, University of Jammu through website: tbs.jammuuniversity.ac.in

IMPORTANT DATES:

Last Date of CAT 2024 Registration https://iimcat.ac.in	September 13, 2024 (5:00 pm)
Availability of Online Application Form of The Business School through website tbs.jammuuniversity.ac.in	August 23, 2024 Onwards

No: TBS/JU/24/1160
 Dated : 22.08.2024

Sd/-
DIRECTOR (TBS)


DEPARTMENT OF LIFELONG LEARNING
UNIVERSITY OF JAMMU

ADMISSION NOTICE

Applications are invited from the eligible Candidates on the prescribed application form available on the Jammu University Website:- www.jammuuniversity.ac.in

"Coaching for J&K State Eligibility Test for Paper-1"

Coaching shall be provided to the eligible candidates on Self-Supporting basis. The candidate can avail this opportunity by depositing fee of Rs. 1650/- including registration fee. Applications should reach the office of the Director, Department of Lifelong Learning, and University of Jammu on or before 12th September, 2024.

For further details, please contact office of the u/sd on phone No. 0191-2435248

NOTE:-

- Classes will commence only if required number of applications are received.
- In case the applications are more than the available seats, then candidates would be shortlisted on the basis of their post graduation marks.
- Registration Fee of Rs. 150/- is Non refundable.

No: DLL/24/JU/307
 Dated : 02-09-2024

Sd/-
I/c DIRECTOR