



Shri Mata Vaishno Devi Shrine Board

Volume 5 - Issue 3

July - September 2022

Patron

Sh. Manoj Sinha
Chairman, SMVDSB

Editor-in-Chief

Sh. Anshul Garg, IAS
CEO, SMVDSB

Executive Editor

Dr. Sunil Sharma, JKAS
Jt. CEO, SMVDSB

editor@maavaishnodevi.net

Shat Chandi Maha Yagya begins with onset of Navratra at Shri Mata Vaishno Devi Shrine amidst Grand Decorations

Shat Chandi Maha Yagya begins with onset of auspicious nine-day long 'Sharad Navratras' on 26th September at the Holy Cave Shrine of Shri Mata Vaishno Devi Ji, amidst grand decorations organized by Shri Mata Vaishno Devi Shrine Board.

The Maha Yagya which is being performed by chanting of Vedic hymns with other religious ceremonies at the holy cave shrine for peace, prosperity, health, safety and well being of mankind, conclude with Purna Ahuti on Mahanavami.



Shat Chandi Maha Yagya begins with onset of Navratra at Shri Mata Vaishno Devi Shrine



Grand decorations of Atka area during Navratra at Shri Mata Vaishno Devi Shrine

On this festive occasion, as per the directions of Hon'ble Chairman (Hon'ble Lt. Governor, JK-UT), Shrine Board provided free pony and battery car services to 'Divyang' devotees with special arrangements for their priority darshans at sanctum sanctorum by setting up of help desks for their convenience at various locations.



Decorations of Outer Cave at Bhawan

Noteworthy, RFID -based tracking and dispatching pilgrims in batches, a focused initiative of Shrine Board for Yatra Management to ensure their safety, comfort and ease of commutation has already been rolled out by the Shrine Board well before commencement of Navratra. In addition, erecting welcome gates, the Shrine Board unveiled special selfie-points for the first time en-route the Holy shrine for the pilgrims to capture fond memories of their visit during Navratra.



Registration of Yatra through RFID

Like in the past, the Board also made elaborate arrangements to facilitate a much larger number of pilgrims during Navratras. These arrangements included round the clock water and power supply, sanitation and cleanliness, medicare and availability of special "fast related" food at the catering outlets of the Shrine Board.

Grand decorations were made at Shri Mata Vaishno Devi Bhawan, Atka and the area surrounding it with indigenous-foreign fruits and flowers, as well as huge reception doors and pandals were installed in the Bhawan Area. Likewise, the illumination of the Bhawan area with attractive and colorful lights has also been done. Also, as was done in last year's Shardiya Navratras, this year's other special features of arrangements included Bhajan and Bhaint performances during morning and evening Atka Aarti by the renowned artists.



Renowned artist reciting Bhajans during Atka Aarti

The CEO interacted with the pilgrims and enquired about the arrangements made by the Board to facilitate them. He expressed satisfaction at the arrangements put in place for the pilgrims at Bhawan and Katra.



Souvenir items provided to Yatries at selfie point



To honour the female in all forms and envisioning Navratra as a symbol for women empowerment, the female devotees who visited the Holy Shrine of Shri Mata Vaishno Devi Ji during these auspicious Navratra are being distributed free souvenir items at a selfie point on Tarakote Marg. These souvenir items include sarees, suit pieces, chunni & Dupatta.

LG lays e-foundation of Sky Walk, infra projects for Vaishno Devi Shrine

Hon'ble Lieutenant Governor, Manoj Sinha on 28th July laid the e-foundation of Yatri Queue Management System (Sky Walk), Gayatri Bhavan & other infra projects of SMVDSB from Raj Bhavan.

The Lt Governor, who is also the Chairman of Shri Mata Vaishno Devi Shrine Board, on the occasion observed that the Shrine Board is taking every measure to provide better facilities and modern amenities to make the pilgrimage convenient and hassle-free. "The Government is already working on the ambitious project to develop a religious tourism circuit to strengthen the links between pilgrimage and local economy", he added.

Shri Mata Vaishno Devi Shrine Board members, Mahamandleshwar Swami

Vishveshvaranand Giriji Maharaj; Dr Ashok Bhan; Kul Bhushan Ahuja; Dr. Neelam Sareen; Suresh Kumar Sharma (Retd. Judge) and Raghu K Mehta attended the occasion.

The Yatri Queue Management System (Sky Walk) would be constructed at Bhawan and Gayatri Bhawan, staff residential accommodation

LG said that the Yatri Queue Management System (Sky Walk) is one of the focused initiatives of the Shrine Board for Yatra Management as this facility shall ensure safety, comfort and ease of commutation of the devotees.

"Yatri Queue Management System has been conscientiously curated by the Shrine Board with the intent to decongest traffic at Bhawan for the devotees visiting the shrine to ensure their easy crossover and to overcome the problem of multidirectional movement of devotees", he added.

Conceptualized with an emphasis on safety and facility development, the Sky Walk which will be executed through CPWD with wooden flooring will be 20 feet above the track level, 200 meter in length with two rescue areas having provision of seating arrangements for senior citizens & ladies. In addition, two waiting halls with washroom facilities are being constructed along the Sky Walk to accommodate around 150 devotees.



Lt Governor lays e-foundation of Sky Walk, Gayatri Bhavan & other infra projects of Shri Mata Vaishno Devi Shrine.



On the occasion, LG also launched 'Panch Mewa Prasad' for devotees. He also reviewed ongoing project of Durga Bhawan and directed the executing agency for adhering to the timeline for the completion of this high utility pilgrim-centric facility. To add facilities for meeting the accommodation needs for the staff, the Lt Governor also laid e-foundation stone for the construction of staff residential accommodation at Nomain, Katra.

The complex to be constructed at an estimated cost of Rs 7.62 crore will have 16 two-room sets and 28 single-room sets with attached kitchen and bathroom, underground parking space, provision of two lifts and fire safety and shall be completed in a fixed time period of 12 months.

In addition, the issues related to remodeling of Parvati Bhawan, RFID and Slope Stabilization were also deliberated upon and necessary instructions were issued by the Lt Governor to the Chief Executive Officer, SMVDSB.

Shri Mata Vaishno Devi Shrine Board celebrates 37th Foundation Day

Performing of Pooja, Havan and Yagya marked the celebration of 37th Foundation Day of Shri Mata Vaishno Devi Shrine Board on 30th August. These religious ceremonies were organised at Bhawan, Adhkuwari, Katra, Jammu and other locations in which the staff of the Shrine Board and the pilgrims participated.



Shri Mata Vaishno Devi Shrine Board celebrates 37th Foundation Day

At Katra, the main function was held at Niharika Complex where special Pooja and Havan was performed. Mahamandleshwar Shri Swami Vishveshvaranand Giri Maharaj, Hon'ble Member, SMVDSB; Anshul Garg, Chief Executive Officer, other senior officers and staff of Shrine Board was present on the occasion.

LG Sinha attends the Foundation Day celebration of SMVD Shrine Board and Gurukul's Annual Day

Lieutenant Governor Manoj Sinha attended the celebration of 37th Foundation day of Shri Mata Vaishno Devi Shrine Board (SMVDSB) and 12th Annual day of SMVD Gurukul, Charan Paduka, Katra on 31st August at the Matrika Auditorium of Shri Mata Vaishno Devi University.

On the occasion, the Lt Governor laid the foundation stone of various projects of Shrine Board and Gurukul, New Dinning cum Accommodation Complex at SMVD Gurukul and Nature Interpretation Centre & Seed Bank at Kunia Nursery, Panthal.

Taking another significant welfare step for the employees of the Shrine Board, the Lt Governor announced 45% enhancement in hardship allowance for 1450 employees posted at Higher Altitudes.

Addressing the gathering, the Lt Governor congratulated all the Members, stakeholders and everyone associated with the Shri Mata Vaishno Devi Shrine Board and Shri Mata Vaishno Devi Gurukul for the Foundation Day. The Lt Governor said that the Gurukul is a perfect medium to develop the future leaders who will be well accustomed with the Modern, Traditional, and Spiritual Education.

From the last 12 years, the Gurukul is paving the way for the strong spiritual-cultural foundation of J&K. The affiliation of Gurukul with Central Sanskrit University, New Delhi is an important step towards revival of Sanskrit



in J&K and connecting students with science and spirituality, he added.

At Gurukul, we must encourage original ideas among the students and nurture their mind so that they can learn higher values of life and dedicate them towards nation building. It should be our endeavor that necessary changes should be made in the syllabus as per the National Education Policy, the Lt Governor urged the stakeholders.

The Lt Governor also highlighted the measures undertaken to cater to the needs of 8-9 lakh devotees visiting Shri Mata Vaishno Devi Shrine every month which includes the work on Sky Walk which will be completed by December.

Anshul Garg, Chief Executive Officer, SMVDSB, in his welcome address highlighted the initiatives taken under the guidance of Hon'ble Lieutenant Governor for facilitation of pilgrims initiated in a very short period by Shri Mata Vaishno Devi Shrine Board like Mobile App, Home Delivery of Pooja Prasad / Panch Mewa Prasad, round the clock Call Centre for facilitation of yatris, installation of Hi-tech Video Walls, construction of Durga Bhawan, e-library, Yatri Queue Management (Sky walk), Underground Cabling Project and RFID Project.

He also thanked the Chief Secretary for extending full support to Shri Mata Vaishno Devi Shrine Board as and when required.



LG attends the Foundation Day celebration of SMVD Shrine Board and Gurukul's Annual Day

Swami Vishveshvaranand Giriji Maharaj, Member, SMVDSB and Chairman of the Governing Council observed that during a short span of 12 years since its establishment in 2010, the Gurukul has earned a name in imparting quality education in Sanskrit and other subjects and exuded confidence that very soon it will emerge as a centre of excellence.

Dr. Arun Kumar Mehta, Chief Secretary, in his remarks acknowledging the unparalleled emotional connect with the Shrine lauded the achievements achieved so far and emphasised for the pleasant and hassle free experience of the visiting pilgrims.

He also briefed the gathering on the efforts being made for continuing improvements in the functioning of Gurukul.



Students performing play on Annual Day



Dr. Dhananjay Mishra, Principal of the Gurukul, presented Annual Report of the institution while students of the Gurukul staged an impressive Sanskrit play “Bharat Vijayam”, on the theme of Azadi Ka Amrit Mahatosav.



LG inaugurating Photo exhibition

Lt Governor felicitated the meritorious students who have excelled in academics and various other extra-curricular activities during the past one year.

The Lt Governor released a book “Gurukulodayam” tracing the foundation and evolution of Gurukul- an institute of Sanskrit Learning. He also inaugurated a Photo exhibition capturing Pilgrim Centric services and social support interventions of the Shrine Board since 1986.

Mahamandleshwar visits allied Institutes of SMVDSB; interacts with faculty, students of SMVD Gurukul

Mahamandleshwar Shri Swami Vishveshvaranand Giriji Maharaj, Member of the Shri Mata Vaishno Devi Shrine Board and Chairman of the Governing Council for the Gurukul, visited SMVD Gurukul. This was the first visit of Mahamandleshwar to Gurukul after being nominated as Chairman of the Governing Council of the SMVD Gurukul.

Mahamandleshwar interacted with the students of the Gurukul. Congratulating the students for their laudable achievements and keeping the tradition alive by choosing

traditional ways of studies which teaches “Sarve Bhavantu Sukhinah”, he asked them to work hard and optimally benefit from the facilities made available by the Board for imparting top quality education at the Gurukul. He said that he visited many Gurukuls established across India but facilities being provided at SMVD Gurukul are outstanding. He congratulated the Hon’ble Lt. Governor, JK-UT who is also Chairman of Shri Mata Vaishno Devi Shrine Board for nurturing such institutes which has kept alive the Vedic and Sanatan traditions in the modern era.

Mahamandleshwar also inspected the classrooms, hostel and other facilities during the visit and imparted valuable propositions for further betterment of the facilities, wherever required. He also attended evening Aarti alongwith students of Gurukul.



Mahamandleshwar visits allied Institutes of SMVDSB interacts with faculty, students of SMVD Gurukul

Earlier, Mahamandleshwar visited Shri Mata Vaishno Devi Narayana Superspeciality Hospital (SMVDNSH) in Kakryal. He inspected the state-of-the-art facilities at the Superspeciality Hospital established by Shri Mata Vaishno Devi Shrine Board in association with Narayana Health to provide tertiary level medical care services. The



member was informed by the CEO that the association of Narayana and Shri Mata Vaishno Devi Board has been very fruitful in providing quality health care at affordable rates in the region and the Hospital has touched the lives of many people of Jammu & Kashmir apart from a large number of pilgrims who availed healthcare services during their Yatra to Shri Mata Vaishno Devi Shrine.

The member also visited Shri Mata Vaishno Devi College of Nursing within the complex which is yet another significant contribution of the Shrine Board towards the development of Katra and its adjoining area.

Governing council reviews working of SMVD Gurukul

The 30th meeting of the Governing Council of Shri Mata Vaishno on 4th July in which a number of important decisions were taken for the future growth of this institution as a centre of excellence.

Mahamandleshwar Shri Swami Vishveshvaranand Giriji Maharaj, Member of the Shri Mata Vaishno Devi Shrine Board and Chairman of the Governing Council for the Gurukul, chaired the meeting, which was attended by Mr. Anshul Garg, Chief Executive Officer of the Shrine Board; Mr. Navneet Singh, Additional CEO; Prof. Vishwamurti Shastri; Dr. Jagdish Chander Mehra, Joint CEO, SMVDSB and Administrator of Gurukul; Mr. Mahesh Sharma, FA/Chief Accounts Officer; Sh. Gopal Dass Sharma, Head Pujari, Bhawan; and Dr. Dhananjay Mishra, Principal of the Gurukul.



Governing council reviews working of SMVD Gurukul

GC was informed that the Gurukul has not only achieved 100 percent pass percentage but two students were awarded the prestigious Vakratund Shukul Swaran Padak (Gold Medal) and Shrimati Shashikala Sharma Swaran Padak (Gold Medal) by the Chancellor, Sampurnanand Sanskrit Vishwavidyalaya, Varanasi. It was also informed that Vakratund Shukul Swaran Padak (Gold Medal) has been retained by the SMVD Gurukul since 2012 onwards. Besides, 12 students of Gurukul secured 1st Position in the State Level Competition (Shastriya Sparda) organized by Rashtriya Sanskrit Sansthan in the month of March, 2022 and selected for “Akhil Bhartiya Shastriya Sparda” wherein these students secured 2nd and 3rd Position and won Silver and Bronze. In addition, four students of class 10th and an equal number of students of Class 12th have been felicitated by “Chairman Award” by the Lt. Governor, JK-UT, in the Lamp Lighting Ceremony of Shri Mata Vaishno Devi College of Nursing, Kakryal held on 25.05.2022.

Increase in intake capacity of the students from 20 to 30 in Class 6th during the session 2023-24 also deliberated and while taking a holistic view, it was decided that the same shall be done after taking comprehensive review of all aspects.

The Chairman directed the CEO for engagement of Counselor in SMVD Gurukul who may help students overcome behavioral problems, improve their time management, establish academic goals, resolve interpersonal problems with other students and work through personal problems.

SMVD College of Nursing holds Governing Body meeting; finalise the arrangements for organizing Nursing Fest “Tarang-2022”

42nd meeting of the Governing Body of Shri Mata Vaishno Devi College of Nursing (SMVDCoN), Kakryal, was held on 19th September at Kalika Dham, Jammu to



discuss way forward for developing this institution as a centre of excellence for providing top quality nursing education to the students in consonance with the emerging requirements of healthcare system.

The meeting chaired by Suresh Kumar Sharma (Retd.) Judge, Chairman, SMVDCoN, Governing Body and Member Shrine Board; was attended by Anshul Garg, Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board; Dr. Shakti Kumar, Gupta, Director AIIMS, Jammu; Dr. Sharda Potukuchi, Associate Professor, Head of Biotechnology and Dean Academic Affairs, SMVDU; Dr Sunil Sharma, Joint CEO of Shrine Board and Administrator of SMVDCoN and Dr Shailla Cannie, Principal SMVDCoN.



SMVD College of Nursing holds 42nd GB meeting.

The GB discussed the possibilities for exploring introduction of Post Graduate Programme in the college through online/ Hybrid mode in the various disciplines like Health Care Quality and Patient Safety & Community Care for catering to the needs of working population from Health background (clinical / academic settings) as the master's degree is becoming the standard credential for most medical/ healthcare positions. Besides, the availability of these programs in India is limited and introduction of the same shall increase accessibility to high quality education for a large number of aspiring students through distance-learning modalities.

The Governing Body while approving the annual budget of SMVDCoN for the

financial year 2022-23 (Grant-in-Aid) also approved the draft rules to facilitate faculty of SMVDCoN for pursuing Ph.D.

In addition, the GB stressed on entering into mutual/ Inter-institutional agreements with AIIMS, Jammu in which the expertise and services of one institute's faculty members are exchanged with the other for promotion of teaching and research collaboration to the faculties of both institutions. The meeting also called for exploring the opportunities of job placements for the students of the Nursing College with such institutions for their better career prospects.

Nursing Fest 'Tarang' 2022 hosted by SMVDCoN concludes on a high note

The 2 – days Inter College Nursing Fest Tarang '2022', organised by Shri Mata Vaishno Devi College of Nursing (SMVDCoN), Kakryal, concluded with the valedictory function held at the Spiritual Growth Centre here on 23rd September. After two years gap due to pandemic 'Nursing fest' has recommenced for the third time as per directions of Hon'ble Chairman, SMVDSB (Hon'ble Lieutenant Governor, JK-UT) who called that success as a nation can only be achieved by promoting a culture of ideas and innovation with dedication, discipline and determination".



Nursing Fest 'Tarang' 2022 hosted by SMVDCoN concludes on a high note.



Suresh Kumar Sharma (Retd.) Judge, Chairman, SMVDCoN, Governing Body and Member Shrine Board unfolded the fest by congratulating the students who came across Jammu & Kashmir (UT) for participation in the fest to showcase their talents and appreciated the hard work and efforts put in by the Principal & Faculty of the college (SMVDCoN) in organising this initiative. Besides, emphasized the significance of creating a balance of scholastic and non-scholastic activities in education for a vibrant personality which is a basic requisite of nurses of today.



Students performing cultural programme during Nursing Fest 'Tarang' 2022.

Anshul Garg, Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board was the chief guest on the valedictory function, who gave away prizes to the winners of various competitions of TARANG '2022'. Shri Mata Vaishno Devi (SMVD), College of Nursing Kakryal, won the overall championship. It is a HAT-TRICK for SMVDCoN winning the overall championship consistently for three years 2018, 2019 and 2022. Stephens College of Nursing became the 1st runner up while Bee Enn College of Nursing was declared 2nd runner up. CEO lauded the SMVD College of Nursing for successful completion of the event and congratulated the

winners of various competitions and the participating students for displaying their talents. He emphasized the need of upgrading the 'Tarang' to the next level by adding more events and wider participation of nursing colleges of the neighboring States.

Earlier, Navneet Singh, Addl. Chief Executive Officer, SMVDSB, declared open the athletics competitions at Shrine Board's Sports Complex at Katra.

In all, 400 students from 07 Nursing Colleges of the JK-UT, including the host institution participated in the Mega Fest.

The events organised during the Nursing Fest included Rangoli, Poster making, Elocution, Short Film, Street Play, Visual Aid Presentation, Face painting, hair styling (fun game) and various sports events

'Shobha yatra' at Katra to promote Sanskrit language

To recognize, commemorate and revive the ancient Indian language Sanskrit in JK-UT, under the joint auspices of Central Sanskrit University, Shri Mata Vaishno Devi Gurukul Katra, a 'Shobha Yatra' under the aegis of Sanskrit Week was organized on 10th August from Spiritual Growth Centre which concluded at Banganga, Katra. The Shobha Yatra was flagged off by Shri Anshul Garg, Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board.



'Shobha yatra' at Katra to promote Sanskrit language

While speaking on the occasion, Anshul Garg, CEO, SMVDSB said that the



purpose of the Shobha Yatra is to restore the Sanskrit language in the UT of Jammu and Kashmir and to reach the people, for this, he appreciated this innovation of Central Sanskrit University. Besides, added that the Shrine Board under the chairmanship of Hon'ble LG is committed conserving the language by promoting institutes like SMVD Gurukul.

The Shobha Yatra which started from the SGC via the main market of Katra, was welcomed by the businessmen and locals of Katra.

SMVDSB adds Satellite Dental Clinic to healthcare

Taking another significant welfare step as per the directions of Hon'ble Lieutenant Governor, JK-UT who is also Chairman, SMVDSB, for the employees and their families stationed at Sanjichatt and adjoining areas, Shri Mata Vaishno Devi Shrine Board established Satellite Dental Healthcare Clinic at Sanjichatt on 9th September by expanding the dental healthcare facilities now on the track, inaugurated by Anshul Garg, Chief Executive Officer, SMVDSB. Earlier in 2015, Shrine Board established "Maa Durga Dental Clinic " at Katra for the benefit of staff, pilgrims and community at large.

This newly established clinic in the premises of Medical Unit, Sanjichhat will provide basic dental services like extraction, cleaning of teeth, filling and preventive dental care to the visiting pilgrims, staff and largely their families stationed at Sanjichatt and adjoining areas. It is well equipped with modern equipment and other allied facilities. Dental surgeons, technicians and other staff would be available to address the dental treatments. Provisions are also made to refer and treat patients at Katra dental clinic for specialized treatments.

Speaking on the occasion, the CEO said that this newly established facility as per the directions of Hon'ble Chairman would

benefit about 1200 employees and their families at large stationed at Sanjichatt and adjoining areas, besides, the visiting pilgrims.



SMVDSB adds Satellite Dental Clinic to healthcare

Besides, CEO thanked Dr. Inder Dhir, a dental surgeon serving in Canada and a devotee of Shri Mata Vaishno Devi Ji, for her support in setting up this dental clinic for the facilitation of pilgrims and staff. The clinic would be visited by Dental Surgeon on Tuesday and Wednesday of every 2nd and 4th week of month.

Chief Secretary reviews status of ongoing mega projects, facilities at Shri Mata Vaishno Devi Shrine

The Chief Secretary, JK-UT, Dr. Arun Kumar Mehta on 3rd September visited Katra and Shri Mata Vaishno Devi Ji Shrine. He reviewed the status of Board's various ongoing projects for upgrading facilities for the pilgrims.

Dr. Mehta took stock of the wayside facilities provided by the Shrine Board and various ongoing mega projects of the Board. He was informed by the Chief Executive Officer that after recently introducing the Radio Frequency Identity Cards (RFID) to keep a track on the movement of pilgrims, Shri Mata Vaishno Devi Shrine Board (SMVDSB) has also started work on the much-needed skywalk conceptualised with an emphasis on safety and facility that would



provide separate paths for incoming and outgoing pilgrims at Bhawan.



Chief Secretary reviews status of ongoing mega projects, facilities at Shri MataVaishno Devi Shrine

Briefing on present status of Durga Bhawan, CEO informed that this high utility pilgrim-centric facility is likely to be commissioned shortly. CEO further contended that Shrine Board is striving hard for ensuring expeditious completion of all the development works for further augmentation of the facilities for the visiting pilgrims.

After inspecting the ongoing works, Dr. Arun Kumar Mehta paid obeisance at the Shrine.

Promotion of various categories of Shrine Board employees

For the career progression of the staff, Shri Mata Vaishno Devi Shrine Board issued orders for promotion of 131 employees interalia from different categories viz. 5 nos. from Group-A, 9 nos. from Group-B and 117 nos. from Group-C after holding the Departmental Promotion Committee meetings. The orders were issued after approval of the recommendations of the Departmental Promotion Committee.

76th Independence Day 2022; CEO Shrine Board unfurls the Tricolour

To commemorate the monumental occasion of 75th anniversary of India's

Independence under the aegis of 'Azadi Ka Amrit Mahotsav', Anshul Garg, Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board on 15th August hoisted the tricolour amid rains with traditional fervor and patriotism at Katra.

The main function at Katra was held at the Shrine Board's Sports Complex, where Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board, took salute at an impressive march-past by the contingents drawn from J&K Police, CRPF, NCC Boys and Girls, Scouts and Guides at the Sports Complex, besides the students of various educational institutions. The rain did not dampen the spirits of either the students or the people, who were present till the main function ended. The cultural programmes were shifted to Spiritual Growth Centre, Katra.

Speaking on the occasion, Anshul Garg greeted the people and dedicated this Mahotsav to the people of India who have been instrumental in bringing India this far in its evolutionary journey. He thanked the government of India for the 'Har Ghar Tiranga' campaign bringing the flag home collectively as a nation in the 75th year of independence which became symbolic of not only an act of personal connection to the Tiranga but also an embodiment of our commitment to nation-building.



76th Independence Day, CEO Shrine Board unfurls the Tricolor

CEO asserted the benefits of many government schemes initiated had now



reached the doorsteps of people. Besides, the construction of six-lane Delhi-Amritsar-Katra Expressway by which the travel time from Delhi to Vaishno Devi will be reduced to six hours only.

He also gave details of various major infrastructure development projects already completed by the Shrine Board, ongoing and those in the pipeline, besides high-tech crowd management initiatives taken by the Shrine Board.

The Chief Executive Officer also underscored the development of a Spiritual Theme Park by the Shrine Board around Katra. He said that having such a facility would prolong the stay of pilgrims, giving a fillip to the town's economy.

The Chief Executive Officer asserted that the safety and security of pilgrims is top priority of Shrine Board and in this endeavor, for the purpose of real-time tracking of pilgrims on the track, ensure proper crowd management and to manage registration of pilgrimage in seamless / hassle free way.

The Shrine Board has started RFID based yatra access cards for the registration and verification of pilgrims desirous of visiting the Holy Shrine of Shri Mata Vaishno Devi Ji. These cards shall be mandatory for every pilgrim for commencing the yatra.

He further contended that the RFID tracking of pilgrims also includes e-surveillance in the main control room at Katra with proper end-to-end MIS reporting on real time basis.

The CEO also remarked that the focus on environmental preservation is continuing to be accorded very high priority by the Shrine Board and towards the furtherance of this

objective, plantation of Trikuta Hills has been undertaken on a very large scale by planting 1.25 lakh saplings, besides, rejuvenation of Banganga rivulet.



CEO Shrine Board taking guard of honour

CEO also highlighted yet another initiative of Shrine Board to its prasadam's list by launching Panch Mewa Parsad priced at an affordable cost of Rs. 25/- per pkt. available for convenience of the devotees at counters established by Shrine Board at Darshani Deodi, Banganga/Tarakote, Helipad and can be booked via the official website of the Shrine Board.

The students of various educational institutions presented a colorful cultural programme on this occasion based on the theme of patriotism, national integration and spirit displayed in unison to fight Covid-19. Anshul Garg also gave away prizes and appreciation to the outstanding staff of Shrine Board in the categories of Sanitation (Swachhta Mitra) Enforcement & Security (Seva Mitra) and Disaster Management (Aapda Mitra), besides, to Students who were adjudged best in the march-past and presentation of cultural programme.

Shri Mata Vaishno Devi Shrine Board, Katra-182301.
Chief Executive Officer: 01991-232124,232075, Fax-232120
Addl. Chief Executive Officer: 01991-232818
Jt. Chief Executive Officer (S): 01991-232769
Email: feedback@maavaishnodevi.net Website: www.maavaishnodevi.org