



Trikuta

A Quarterly Newsletter

Shri Mata Vaishno Devi Shrine Board

Volume 8 - Issue 3

July - September 2025

Patron

Sh. Manoj Sinha
Chairman, SMVDSB

Editor-in-Chief

Sh. Sachin Kumar Vaishya, IAS
CEO, SMVDSB

Executive Editor

Sh. Satish Kumar Sharma JKAS
Jt. CEO, SMVDSB

editor@maavaishnodevi.net

Lt. Governor participated in Sewa Parv at Katra

In alignment with the nationwide Sewa Parv initiative and the objectives of the Swachh Bharat Mission, Shri Mata Vaishno Devi Shrine Board, in collaboration with Local Administration and the Jammu & Kashmir Police, launched a comprehensive cleanliness drive from September 25 onwards. The initiative focused on the cleanliness of pious Banganga rivulet, its surroundings and the Yatra Marg, aiming to foster a clean and green environment while preserving the spiritual sanctity of the holy river.



LG participated in Sewa Parv at Katra



As part of this endeavour, Hon'ble Lieutenant Governor of Jammu & Kashmir and Chairman, Shri Mata Vaishno Devi Shrine Board Shri Manoj Sinha participated in the Sewa Parv celebrations held at Katra on September 28. Addressing the gathering, the Lieutenant Governor underscored the significance of the festival of service, creativity, and cultural pride which was inspired by Hon'ble Prime Minister Shri Narendra Modi's vision of Viksit Bharat @ 2047.

The Lieutenant Governor took part in the cleanliness drive at Darshani Deodi, reinforcing commitment to environmental stewardship and public participation. The LG paid a visit to the medical camp and departmental stalls set up for the public and planting a Rudraksha sapling at the Spiritual Growth Centre, Katra. He mentioned that the Rudraksh Tree symbolizes ecological harmony and spiritual growth. Additionally, sanction letters were distributed to beneficiaries under various Government schemes, thus, furthering the spirit of inclusive development.

Shrine Board Reaffirms Commitment to Pilgrim Welfare on 79th Independence Day

On the auspicious occasion of India's 79th Independence Day, Shri Sachin Kumar Vaishya, Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board (SMVDSB), reaffirmed the Board's unwavering commitment to pilgrim welfare, after hoisting the national flag at the Shrine Board's Sports Complex, Katra.

The CEO extended greetings to the people and dedicated the occasion to the brave freedom fighters whose sacrifices were instrumental in bringing India this far in its evolutionary journey. He also highlighted the various pilgrim-centric initiatives undertaken under the directions and guidance of Shri Manoj Sinha, Hon'ble Chairman, SMVDSB (Lt. Governor, JK-UT).



CEO Shrine Board taking guard of honour

The CEO highlighted the Shrine Board's commitment to environment conservation of Trikuta Hills and called upon the local community to join hands in making Katra a plastic-free town.

Extending his appreciations, Shri Vaishya lauded the achievements of para-archers of Shrine Board's Sports Complex including Rakesh Kumar, Sheetal Devi and Jyoti Baliyan for securing four medals at the recent Para Archery World Ranking Tournament held in Rome. He also congratulated archer Hrithik Sharma for winning a silver medal at the World University Games in Germany.



Shrine Board Reaffirms Commitment to Pilgrim Welfare on 79th Independence Day

Earlier, the CEO inspected march-past by impressive contingents drawn from J&K Police, CRPF, NCC (Boys and Girls), Shrine Security Sahayaks and students from various



educational institutions. Shri Vaishya distributed cash prizes and commendations to outstanding Shrine Board staff and best adjudged contingents of the March-Past.

Earlier, as part of Independence Day celebrations, the CEO also hoisted the national flag at the Central Office of Shrine Board.

Shrine Board dedicates five Temples to general Public

In a landmark initiative aimed at fostering spirituality and preserving cultural heritage during its 75th Meeting held under the chairmanship of Shri Manoj Sinha, Hon'ble Lieutenant Governor, JK-UT, the Shri Mata Vaishno Devi Shrine Board approved the dedication of five recently constructed temple

public, besides, resolving to construction of five more temples in District Reasi.

Prior to the installation of the Holy Idols at the newly constructed temples, the Shrine Board organized a spiritually enriching three-day Hawan and 'Murty Pran-pratishta' ceremony at the Spiritual Growth Centre (SGC), Katra.

The management of these temples has been entrusted to the local communities that would oversee daily worship / rituals and routine maintenance handed issues. The Board felt that this would ensure maintaining the temple in a manner that reflects the community's devotional spirit and traditions. Halwa and Channa Prasad were distributed among those present on the occasion at all respective locations.



Shrine Board dedicated five newly constructed temples to the public in District Reasi.

Shat Chandi Yagya concludes with Divine Blessings at Vaishno Devi Shrine

The sacred nine-day-long Shat Chandi Maha Yagya, organized by the Board during auspicious Shardiya Navratras, concluded on October 1, 2025 (Mahanavami) with immense spiritual fervor and devotion. The Puran-aahooti ceremony was performed amidst the chanting of Vedic mantras for universal peace and prosperity.

Shri Sachin Kumar Vaishya, Chief Executive Officer, SMVDSB; officers and staff of Shrine Board besides a large number of pilgrims participated in the concluding rituals. The Maha Yagya was conducted by a to the

group of learned Pandits led by Padma Shri Prof. Vishwamurti Shastri, adding sanctity and depth to the spiritual rites.

The Navratras witnessed the visit of a good number of devotees from across the country and abroad; reaffirming spiritual magnetism of the Holy Shrine.

To further enrich the pilgrim newer, Board introduced initiatives including establishment of dedicated 'Help Desks' at key locations to assist pilgrims on the track. Elaborate arrangements were also made by the Shrine Board on several fronts to ensure



the comfort and convenience of pilgrims. These included decorative floral installations at Bhawan, Atka and surrounding areas, maintaining uninterrupted water and power supply along the tracks and Bhawan premises, enhanced sanitation and hygiene measures and ensuring availability of special 'fast-meals' at the Bhojanalyas and Langars. Devotees also availed free food services at various Langars of Shrine Board.

The Bhawan area and other sectors on

the track were illuminated with attractive façade lighting, while facilities such as accommodation, battery-operated vehicles, passenger ropeway and helicopter services operated smoothly.

Other highlights during these Navratra were captivating performances by renowned artists and by the students of SMVD Gurukul who showcased their musical talents, blending tradition with youthful energy and enriching the spiritual experience.



Shat Chandi Maha Yagya at Shri Mata Vaishno Devi Shrine to Mark Onset of Sharad Navratras

Shrine Board Extended Relief to Landslide-Affected Families in Reasi & Udhampur

In a compassionate response to recent landslides and heavy rainfall across, Reasi and Udhampur districts, the Shri Mata Vaishno Devi Shrine Board (SMVDSB) as per the directions of Hon'ble Chairman Shri Manoj Sinha (Lt. Governor, JK-UT) launched a comprehensive relief initiative benefiting over 1,200 affected families.

The relief materials including dry ration kits, utensils, blankets, medicines, tarpaulins, tents and other necessities were handed over to the Reasi and Udhampur District Administrations for prompt distribution.

To ensure their safety and shelter, families from severely impacted village Purana Daroor (on yatra track) were temporarily

shifted to Shakti Bhawan, Niharika Complex, Katra. Free meals and secure accommodation were provided to these affected families.



Shri Mata Vaishno Devi Shrine Board Extends Relief to Landslide Affected Families



To ensure safety and shelter, families from severely impacted village Purana Daroor had been temporarily shifted to Shakti Bhawan, Niharika Complex, Katra. Free meals and secure accommodation were provided at these facilities.

CEO Shri Sachin Kumar Vaishya reaffirmed the Shrine Board's unwavering commitment to community welfare, emphasizing coordinated efforts with local administration to ensure timely assistance and rehabilitation.



Shrine Board Provides Relief Material on the Second Consecutive Day

Notably, this initiative reflects the Shrine Board's enduring dedication to social service, echoing its past humanitarian efforts during the COVID-19 pandemic and other crises. Local residents expressed heartfelt gratitude for the Board's proactive and compassionate outreach during this challenging time.

Shrine Board organizes 3-day free Health Camp for flood affected families in Reasi

As a humanitarian gesture for the recent flood and landslides victims who were severely impacted in parts of Reasi district, the Shri Mata Vaishno Devi Narayana Superspeciality Hospital; under the aegis of the Shrine Board and in collaboration with the Directorate of Health Services, JK-UT organized a three-day free health camp from

September 10 to September 12, 2025 to provide urgent medical relief to affected families.



Three day free Health Camp for flood affected families in Reasi

The inaugural camp was held at Government Migrant Middle School, Talwara (block Pouni), district Reasi followed by camps at Jamslan and Sarh in Block Mahore, thereby extending healthcare services to vulnerable population residing in these remote regions.

The initiative were an outcome of directions of the Hon'ble Chairman, SMVDSB (Lt. Governor, JK-UT); reaffirming Board's enduring commitment to public welfare and humanitarian outreach beyond usual its spiritual responsibilities.

A comprehensive range of medical services was provided during the camp. Besides, free medicines were distributed to all patients, with special focus on more vulnerable groups such as children, senior citizens and expectant mothers. In addition, several diagnostic services including ECGs, blood tests and diabetics screening were offered at no cost to attendees.

A dedicated team comprising six qualified doctors and over fifteen paramedical personnel rendered their services in the camps, ensuring timely and effective medical care to those in need. Their efforts were instrumental in addressing the immediate health concerns of affected population.



SMVD Shrine Board Hosts Ceremonial Farewell for the outgoing CEO

Shri Mata Vaishno Devi Shrine Board (SMVDSB) hosted a farewell ceremony on August 21 to bid-adieu to its outgoing CEO, Shri Anshul Garg, who served the Board for over three years prior to assuming his new role as the Divisional Commissioner, Kashmir. Shri Sachin Kumar Vaishya, formerly Deputy Commissioner, Jammu, has succeeded Sh. Garg as the new CEO of SMVDSB.

In recognition of Shri Garg's exemplary services and unwavering dedication to the organization, he was felicitated with Mata Ki Chunri and a commemorative memento.



SMVDSB Hosts Ceremonial Farewell for Outgoing CEO

Shrine Board organises Excursion Tour to Amritsar for Frontline Cleanliness Warriors

In a commendable initiative to honour the tireless efforts of its Swachhta Sahayaks, Shri Mata Vaishno Devi Shrine Board (SMVDSB) organized a 5-day excursion tour to Amritsar, Punjab from 14–18 July. The tour aimed to recognize the vital role of frontline cleanliness workers in maintaining hygiene across Shrine areas. The initiative aligns with the directions of Hon'ble Lt. Governor, JK-UT (Chairman, SMVDSB), to promote staff welfare through meaningful engagements.

The first batch, comprising 19 Swachhta Sahayaks and their families was flagged off from Katra along with other Shrine officials. The group visited iconic landmarks including Sri Harmandir Sahib (Golden Temple), Jallianwala Bagh, and other cultural sites. Adequate arrangements for travel, stay, and meals were made to ensure a comfortable and memorable experience for the beneficiaries.



Shrine Board organises Excursion Tour for Frontline Cleanliness Warriors

Shrine Board and CGPWA collaborative green efforts for Vaishnavi Vatika Jammu

In a significant step towards environmental conservation, the Shri Mata Vaishno Devi Shrine Board (SMVDSB) and the Central Government Pensioners Welfare Association (CGPWA), Jammu joined hands in 2024 to foster eco-protection and sustainable practices in the local community.

With the onset of monsoon season this year, SMVDSB and CGPWA once again a together to offer various plant spices to public through the 'Vaishnavi Vatika' Plant Sale Counter at Vaishnavi Dham, Rail Head Complex, Jammu.

The Plant Sale Counter offered a diverse selection of around 28 indigenous plant species, meticulously nurtured and cultivated in the Shri Mata Vaishno Devi



Shrine Board's high-tech nursery situated in village Kunia, Panthal near Katra.



Shrine Board, CGPWA collaborative green effort at Vaishnavi Vatika Jammu

For the event, the Additional CEO, SMVDSB, Alok Kumar Maurya was joined by prominent CGPWA members. The event featured the distribution of various plant species to participants, encouraging community participation in sustainability initiatives

Shrine Board Undertakes Green Initiative at GMS Panthal

Reaffirming its commitment to environmental sustainability, the Shri Mata Vaishno Devi Shrine Board conducted a plantation drive at Government Middle School (GMS), Panthal, Katra on July 25, 2025. The event witnessed active participation of SMVDSB officials, Shri Mata Vaishno Devi Institute of Medical Excellence (SMVDIME), PRI members, educators, students and local residents.

As part of the Board's Annual Green Plan 2025–26, indigenous medicinal and fruit-bearing saplings were planted in and around the school campus, which had been adopted by SMVDIME under its Family Adoption Programme. The initiative aims to improve air quality, beautification the surroundings and fostering eco-consciousness.

On the occasion Shri Alok Kumar Maurya, Additional CEO, SMVDSB,

highlighted the Board's ongoing efforts under the guidance of Hon'ble Chairman Shri Manoj Sinha (Lt. Governor, JK-UT). He further shared that Drone Technology was being utilized for aerial seed dispersal in remote and inaccessible areas, enhancing afforestation efforts. The Addl. CEO commended the enthusiastic involvement of students, faculty, SMVDIME team led by the Executive Director, ACF, Forest Wing officials, and villagers.



Shrine Board, CGPWA collaborative green effort at Vaishnavi Vatika Jammu

To promote creativity and environmental awareness, a student painting competition themed "Ek Ped Maa Ke Naam" was also organized. The event concluded with distribution of saplings; reinforcing collective commitment to sustainability.

Shrine Board Felicitates Para-Archery Medalist Shri Rakesh Kumar

The Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board (SMVDSB), Shri Sachin Kumar Vaishya, on September 5, 2025 felicitated Shri Rakesh Kumar, a distinguished para archer trained at the Shrine Board's Sports Complex, for his outstanding performance at the Para Archery World Ranking Tournament held in Nove Mesto, Czech Republic.

Shri Rakesh Kumar secured two Gold and one Bronze medal, contributing



significantly to India's overall tally of ten medals at the prestigious international event. As a mark of appreciation and blessings, the CEO presented him with sacred offerings including a Chunri and Prasad of Shri Mata Vaishno Devi Ji.



Shrine Board felicitates medalist of Para- Archery World Ranking Tournament

The felicitation ceremony was attended by Shri Alok Kumar Maurya, Additional CEO; Shri Satish Kumar Sharma, Joint CEO; Shri Druv Gupta, Assistant CEO; and coaches from various disciplines.

SMVDSB Empowers Athletes Representing India at Prestigious International Sports Events

Under the Chairmanship of the Hon'ble Lieutenant Governor, JK-UT, Shri Manoj Sinha, the Shri Mata Vaishno Devi Shrine Board reaffirmed its commitment to youth empowerment through sports by extending vital support to four athletes from its Sports Complex, Katra, for their participation in international competitions. These included Pawan Kumar, a differently abled archer nurtured under the Shrine Board's Sports Initiative, who represented India at the Para World Archery Championship held in Gwangju, Republic of Korea, from September

20–29, 2025. In recognition of his exceptional talent and perseverance, the Shrine Board sanctioned financial assistance of ₹7 lakh to facilitate his participation. Besides, adding to the pride, three judokas from the SMVD Sports Complex Varun Sharma, Rajat Singh Chib, and Akshay Sharma who represented India at the International Judo Events in the World University Games in Berlin, Germany from July 16–27, 2025 were presented internationally approved judo kits.



Differently Abled Archer Pawan Kumar represented India at Para World Archery Championship in Korea

The SMVD Sports Complex has been instrumental in nurturing young talent, offering modern facilities and expert training under expert Coaches in different sport's disciplines. Currently, the complex is home to over 150 budding athletes across various disciplines, many of whom are making their mark at both national and international levels.

The SMVDSB Archery Academy, part of the Complex, has earned the prestigious accreditation under the Khelo India program by the Ministry of Youth Affairs & Sports, Government of India.

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