

**भारतीय प्रबंधन संस्थान जम्मू**

**Indian Institute of Management Jammu**

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## **Press Release**

### **IIM Jammu, in collaboration with the J & K Forest Department, initiates the launch of "Green Jammu and Kashmir Drive: 2023-24" on a promising note**

**20th August 2023, Jammu** - The eagerly anticipated inauguration of "Green J&K Drive: 2023-'24" took place at the Institute of National Importance, IIM Jammu state-of-the-art new permanent Campus at Jagti, in coordination with the Principal Chief Conservator of Forests (HoFF) and J & K Forest Department. The event featured engaging and significant activities highlighting the institution's commitment to environmental conservation and community involvement. On the momentous occasion of the launch of Green J & K Drive 2023-24, plantation drive was carried across the U.T of Jammu and Kashmir.

The Hon'ble Lieutenant Governor, UT of Jammu & Kashmir, Sh. Manoj Sinha graced the event as the Chief Guest, and Sh. Rajinder Sharma, Hon'ble Mayor of Jammu, was the Guest of Honor. Also present was Sh. Dheeraj Gupta, IAS, Principal Secretary of the Department of Forest, Ecology & Environment, Govt of J & K, Shri Ramesh Kumar, IAS, Divisional Commissioner, Jammu, Sh. Roshan Jaggi, IFS, Principal Chief Conservator of Forests (Territorial) & HoFF, Jammu and Mr. J. Frankoi, IFS, Additional Principal Chief Conservator of Forests, (APCCF)/Director, Forest Protection Force, J&K. Present on the occasion were Prof. Jabir Ali, Dean Academics, IIM Jammu, Shri B.M.Sharma, Additional Chief Conservator of Forests, Jammu Province and Cmdr Kesavan Baskaran, (R) Chief Administrative Officer, (CAO), IIM Jammu along with all the faculty, officers, staff members and students of the Institute. Each instance of the day's schedule was meticulously planned to maximize its significance.

The Hon'ble Lieutenant Governor, UT of Jammu and Kashmir and Chief Guest Sh. Manoj Sinha inaugurated the event with a symbolic planting ceremony, demonstrating a gesture of nurturing nature. The formal proceedings began with his arrival on stage, followed by the National Anthem. Potted plants were presented to the dignitaries to symbolize the relationship between humans and the environment.

Sh. Roshan Jaggi, IFS, Principal Chief Conservator of Forests (Territorial) & HoFF, Jammu, delivered the welcome address and encouraged the students to be more proactive towards forest conservation. He highlighted the importance of planting seeds of sustainability and acknowledged the new programs launched for the Green J&K drive.

Sh. Dheeraj Gupta, Principal Secretary, IAS, Department of Forest, Ecology & Environment, said, "*Our actions today shape the legacy we leave behind.*" He emphasized the mindful and deliberate utilization of resources as he shed light on the '*Har Gaon Hariyali*' campaign.

The release of the short documentary "*Van Sanrakshan*" on Forest Demarcation highlighted the significance of preserving the state's abundant forest resources. It emphasized the importance of sustainable practices and the need for collective action. The Van Mahotsav as per the mandate of the Govt. of India promotes tree planting and forest conservation; it encourages widespread participation to raise awareness. Several distinguished personnel and local government representatives emphasized the significance of collaborative efforts in achieving the vision of a greener and more sustainable Jammu & Kashmir.

Prof. B. S. Sahay, Director, IIM Jammu, said, "*It is imperative for the youth of today to grasp the paramount importance of forests,*" as he motivated everyone to participate in the plantation drive actively. He on this momentous occasion pledged to increase the plantation efforts by four times in the Campus to promote Green and Sustainable environment at IIM Jammu. He highlighted the Japanese concept of planting trees close to each other, which leads to denser and faster growth. He mentioned that IIM Jammu in collaboration with DICCI will be carrying out a plantation drive in the Campus and also urged the J & K Forest Department to come forward and join this initiative.

On this occasion, Prof. B.S. Sahay, Director, IIM Jammu on behalf of Dr. Milind. P. Kamble, Chairman, Board of Governors, IIM Jammu extended his good wishes for a resounding success to the, "*Green Jammu and Kashmir Drive 2023-'24*" which is commencing today from IIM Jammu. Lastly, he urged all the stakeholder to contribute for a "*Green and Clean IIM Jammu.*"

Sh. Rajinder Sharma, Hon'ble Mayor, Jammu further cited, "*Confronting the twin giants of greenhouse emissions and global warming, salvation can be found through the simple act of planting trees.*". He stressed climate change and the greenhouse effect caused due to rise in deforestation.

The event saw the release of a publication titled "*Jan Baghidhari*", which highlighted the joint working of Social Forestry and Gram Panchayats and success stories of Slope Stabilisation as evidence of the initiative's far-reaching impact. Additionally, theme tunes in Dogri, Kashmiri, and Hindi dedicated to "*Har Gaon Hariyal*" and the "*Green J&K Drive*" were released, fostering a greater sense of ownership and pride in the campaign.

Cheques were distributed from village funds to Village Panchayat Plantation Committees by Hon'ble Lieutenant Governor, UT of Jammu and Kashmir, Sh. Manoj Sinha in an endearing display of community support, empowering local communities to participate actively in the initiative.

The Chief Guest and Hon'ble Lieutenant Governor, UT of Jammu and Kashmir, Sh. Manoj Sinha emphasized the importance of sustained efforts toward environmental protection and urged everyone to contribute to the cause. During his address he mentioned the issues caused by global warming which had caused an overall imbalance in the environment leading to extreme climatic conditions and natural calamities.

He mentioned that sustainable ecological development is the need of the hour. He said, "*Humanity and nature are inseparable; without nature, our existence is unimaginable.*" On this occasion, he mentioned that the target is to plant 1 crore plants in the whole of Jammu and Kashmir by the end of this year. He also complimented Prof. B.S. Sahay, Director, IIM Jammu for increasing the plantation efforts by four times in the IIM Jammu Campus and urged him to take the lead of coming up with a Green Plan that can be role model for all the educational Institutions in the country.

The event concluded with a vote of thanks from Mr. J. Frankoi, IFS, Additional Principal Chief Conservator of Forests (APCCF)/Director, Forest Protection Force, J&K, followed by playing of the National Anthem. The inauguration of the "*Green Jammu & Kashmir Drive: 2023-24*" concluded with the departure of the Hon'ble Lieutenant Governor, U.T of J & K, leaving behind a trail of inspiration and dedication to a greener future.

The event was a resounding triumph, highlighting the collective resolve to make Jammu & Kashmir a model of environmental responsibility and sustainable development. With the start of the "*Green Jammu & Kashmir Drive: 2023-24*" at IIM Jammu, an Institute of National Importance, the Institute, and its nearby areas takes a significant step toward a more environmentally aware and peaceful future ahead.

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## Glimpses from the Launch of Green Jammu and Kashmir Drive 2023-24













































