

15-Day 'Dharti Aabha Janbhagidari Abhiyan' Commences in Kargil

Kargil, June 15, 2025 - A 15-day awareness campaign under the 'Dharti Aabha Janbhagidari Abhiyan' commenced here in Kargil with an inaugural programme held at Syed Mehdi Memorial Auditorium Hall.

The campaign aims to promote grassroots participation in various government welfare schemes, especially those focused on women's empowerment and tribal development, and will continue till June 30.

Executive Councillor, LAHDC Kargil, Kacho Mohammad Feroz, along with the District Programme Officer ICDS Kargil, District Social Welfare Officer, Child Development Project Officers (CDPOs), Anganwadi Supervisors, Anganwadi Workers and general public were present.

In his address, Executive Councillor Kacho Mohammad Feroz lauded the Government of India's initiatives aimed at the upliftment of women and marginalized communities. He emphasized the need to popularize these schemes through diverse platforms to maximize their outreach and impact. He assured full support from LAHDC Kargil and also committed to introduce provisions for gender budgeting in the upcoming financial plan.

On the occasion mobile phones were also distributed to anganwadi workers.

Earlier, Amina Banoo, Gender Specialist, Mission Shakti, delivered a presentation on initiatives such as the District Hub for Women Empowerment and the One Stop Center for women in distress.

Manzoor Hussain, Financial Expert, Mission Shakti, highlighted various social welfare schemes, especially those being implemented under the Dharti Aabha campaign. He elaborated on ongoing efforts like electrification in remote tribal areas, enhancement of internet connectivity, and other interventions. He informed that the Dharti Aabha Abhiyan is being executed under the aegis of 17 central ministries and aims for household-level outreach.

District Coordinator, Mission Poshan, Syed Tayoub Shah, and Social Worker, Mohammad Hassanain, also presented informative PPTs on related government schemes and initiatives for nutritional security and social welfare.

The programme concluded with a vote of thanks presented by the District Programme Officer, ICDS, Kargil. The event was hosted by Ummul Banin, Centre Administrator, OSC, Kargil.





