

# Sinha inaugurates ‘UMEED Market Place’ under AAI’s AVSAR Scheme at Srinagar Airport

*Similar Marketplace to open at Jammu Airport*

## ■ STATE TIMES NEWS

SRINAGAR: Lieutenant Governor Manoj Sinha on Wednesday inaugurated "UMEED Market Place" under AVSAR Scheme of Airport Authority of India at Srinagar International airport.

A similar Marketplace was also opened at Jammu Airport. Both the outlets will exhibit products of all 20 districts.

The Lt Governor said that the initiative will support local art and artisans of Self Help Groups of J&K Rural Livelihood Mission, providing a platform to market local products directly to the customers.

The products of Self Help Groups will get exposed to the national market, strengthen the local artisan community and provide sufficient promotional avenues to their products, he added.

The Lt Governor also interacted with the Self Help Group members present there and congratulated them for the new market place.

Mandeep Kaur, Commissioner/Secretary to the Government, Rural Development and



*Lt Governor Manoj Sinha after inaugurating "UMEED Market Place" under AVSAR Scheme of Airport Authority of India at Srinagar Airport.*

Panchayati Raj department briefed the Lt Governor about the AVSAR scheme (Airport as Venue for Skilled Artisans of the Region) conceptualized by the Airports Authority of India.

The marketplace at both the Airports will provide huge visibility to the members of SHGs and promote their products to a wider spectrum, reaching out to

the larger population and make rural handicraft products available at reasonable prices to the passengers.

Indu Kanwal Chib, Mission Director, JKRLM informed the Lt Governor about the opportunities being provided to the artisans and SHG members at the new market place.

More than five lakh women will bene-

fit every year from stalls & counters offered to them for 15 days on rotational basis. It will also serve as a point for passengers to place bulk orders and request for customized demands for corporate gifting as well, it was informed.

Earlier, the Lt Governor unveiled a 20X20 ft LED Video wall at Srinagar Airport.

The inauguration ceremony commenced with the display of 'Har Ghar Tiranga' theme on the LED Video Wall commemorating 75 years of Independence.

Pandurang K Pole, Divisional Commissioner Kashmir; Kuldeep Singh, Airport Director Srinagar; Sanjeev Kumar Garg, Airport Director Jammu; Shahbaz Mirza, Deputy Commissioner Budgam; Riyaz Ahmad Beigh, AMD RLM Kashmir; Mridhu Slathia, AMD RLM Jammu; Navneet Singh, Director Orango Solutions, besides senior officials were present during the inauguration of Market Place under AVSAR Scheme at both the airports.

# LG inaugurates "UMEED Market Place" at Srinagar airport

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## Excelsior Correspondent

SRINAGAR, Aug 10: Lieutenant Governor Manoj Sinha today inaugurated "UMEED Market Place" under AVSAR Scheme of Airport Authority of India at Srinagar International air-



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## Sinha greets people on Raksha Bandhan

### Excelsior Correspondent

SRINAGAR, Aug 10: Lieutenant Governor Manoj Sinha has extended his greetings to the people of J&K on the auspicious occasion of Raksha Bandhan.

In a message of felicitations, the Lt Governor said the auspicious festival of Raksha Bandhan is a symbol of care & compassion and a reminder to all about the high place accorded to women in our society.

"The celebration of bonding between brothers and sisters is also a celebration of core values of love, affection, sharing, solidarity, and humanism. Let us rededicate ourselves to upholding the dignity and respect of women and take a pledge to end discrimination on the basis of gender", the Lt Governor added.

Riyaz Ahmad Beigh, AMD RLM Kashmir; Mridhu Slathia, AMD RLM Jammu; Navneet Singh, Director Orango Solutions, besides senior officials were present during the inauguration of Market Place under AVSAR Scheme at both the airports.

’امید مارکیٹ پلیس‘

سرینگر ہوائی اڈے پر افتتاح

منائش کی جائیگی۔ انہوں نے کہا کہ یہ پہلے مقامی آرٹ اور جے اینڈ کے ذہنی لائیوٹی ہڈ مشن کے سیلف ہیلپ گروپس کے دستکاروں کی مدد کرے گی، جو مقامی مصنوعات کو براہ راست صارفین کو مارکیٹ فراہم کرنے کیلئے ایک پلیٹ فارم مہیا کرے گی۔ انہوں نے مزید کہا کہ سیلف ہیلپ گروپس کی مصنوعات کو قومی مارکیٹ میں لایا جائے گا، مقامی کاریگر برادری کو تقویت ملے گی اور ان کی مصنوعات کو کافی (بقیہ صفحہ 8 پر: افتتاح)

سرینگر/نیوز ڈیسک/لیفٹیننٹ گورنر منوج سنہا نے جموں کے بعد سرینگر بین الاقوامی ہوائی اڈے پر ایئر پورٹ اتھارٹی آف انڈیا کی اے وی ایس اے آر اسکیم کے تحت ”امید مارکیٹ پلیس“ کا افتتاح کیا۔ دونوں مقامات پر تمام 20 اضلاع کی مصنوعات کی