



Trikuta

A Quarterly Newsletter

Shri Mata Vaishno Devi Shrine Board

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Lt Governor Shri Manoj Sinha Chairs 72nd Meeting of Shri Mata Vaishno Devi Shrine Board

Lieutenant Governor Shri Manoj Sinha (Hon'ble Chairman, SMVDSB) on April 3 chaired the 72nd Meeting of Shri Mata Vaishno Devi Shrine Board (SMVDSB) at Raj Bhawan, Jammu.

The Meeting was attended by all Members of the Board, Dr. Mandeep Kumar Bhandari, Principal Secretary to Lt. Governor and Shri Anshul Garg, CEO, SMVDSB.



72nd Meeting of SMVD Shrine Board presided by the Chairman, SMVDSB



The Board reviewed the progress of its various past decisions and accorded in-principle approval to a number of proposals aimed at augmenting pilgrim services including 'Construction of Exit Track at Bhawan', 'Remodelling of Manokamna Area at Bhawan' and 'Covered Waiting Area at Darshani Deodi, Banganga'.

including construction of new temples in district Reasi, in consultation with the locals.

An elaborate 'Annual Green Plan' for the year 2024-25 was also approved by the Board. The Board desired that for environmental vibrancy of Trikuta Hills, the option of aerial survey and dispersal of seeds through drones must be considered.



Chairman, SMVDSB launching new LED photograph of holy Pinidies during 72nd Meeting

The Lt Governor also reviewed the progress of ongoing works and emphasized on timely completion of all projects for the ease of pilgrimage. The important projects in this regard were 'New Vaishnavi Bhawan at the shrine', 'Cottages (near Sports Stadium), Katra', 'Staff Quarters (G+2) at Banganga', 'Covered Holding Area at Adhkuwari', 'Yatri Facilitation Centre at Railway Station, Katra', and 'New Yagyashala at Bhawan'.

The Board appreciated the facade lighting project initiated for enhancing aesthetics/ambience of Bhawan, Adhkuwari and Darshani Deodi through a captivating visual spectacle and spiritual enlightenment.

The Board appreciated the steps taken by the CEO towards development of various temples in and around Katra under its social support initiatives. The Lt Governor asked the CEO to broaden the ambit of this activity by

Earlier, CEO SMVDSB gave a detailed presentation on the status of varied activities of the Shrine Board and the action taken in respect of implementing decisions taken at the previous Meetings of the Board.

Shat-Chandi Yagya sets tone for the celebration of Navratras at Vaishno Devi Shrine

On the auspicious occasion of 'Chaitra Navratras' of the year 2024; in alignment with past practice, a Shat-Chandi Maha Yagya was performed at the Holy Shrine of Shri Mata Vaishno Devi Ji amidst serene aura of spirituality and devotion.

This sacred ritual spanning across nine-day of 'Chaitra Navratras' was aimed at seeking blessings of the almighty deity for peace, harmony, abundance and good health for all the humanity. The yagya was a



significant milestone in the spiritual initiatives of Shrine Board.

Shri Anshul Garg, Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board; K. K. Sharma, Member, SMVDSB; Vikas Anand, SDM Bhawan, a number of other officers and staff of Shrine Board and a large number of pilgrims participated in the Shat-Chandi Yagya ritual; the live stream of which was daily telecasted on MH1-Shraddha channel on all days of Navratras.



Shat-Chandi yagya at Bhawan during Chaitra Navratras

The intricate floral arrangements, coupled with traditional motifs and embellishments and illumination with attractive colourful lights resulted in an enhanced divine ambiance besides evoking a sense of reverence and joy among visiting devotees.

The Shrine Board made elaborate arrangements for facilitating smooth darshans for an enhanced number of devotees thronging the Shrine during Navratras. The efforts of the Board's management ensured smooth operations of all services (like accommodation, battery operated vehicles, passenger ropeway and helicopter services), despite increased influx of pilgrims.

To facilitate pilgrimage of Divyang pilgrims, Shrine Board provided them free ponies and battery car services to ensure that their pilgrimage is hindrance free. The 9-days long Chaitra Navratras concluded on the auspicious day of Ram Navami with the grand ritual of "Purna ahuthi" amidst chanting of

vedic mantras. A group of Pandits and vedic intellectuals led by Padma Shri Prof. Vishwamurti Shastri ensured successful performance of Maha Yagya.



Floral decoration at Bhawan during Chaitra Navratras

More than 3 Lakh devout pilgrims were blessed by the deity during their pilgrimage to the sacred Shrine during the auspicious Chaitra Navratris.

The Chaitra Navratras were also witness to lively performance of bhajans and bhaints during morning and evening Atka Aarti by renowned artists like Hansraj Raghuwanshi, Lakhwinder Wadali, Kapil Sharma, Akriti Kakkar, Sagar Bhatia, Roshan Prince besides budding students of SMVD Gurukul. The live telecast of Atka Arti witnessed an unprecedented engagement from pilgrims worldwide who partook in the divine rituals amidst the comfort of their homes. As yet another special feature, Bhajan Sandhya programs were organised by the Board twice a day at Adhkuwari as well. Based on appreciable response of visiting devotees, the Board has now incorporated Garbjoon Aarti Darshan as a regular feature at Adhkuwari temple complex.

All along the Navratras, the CEO Shrine Board made several visits to the track to constantly review / monitored Yatra and the various arrangements made for the facilitation of pilgrims.



Shrine Board adds robust health care accessibility on Vaishno Devi track

Shrine Board on April 6 inked a Memorandum of Understanding (MoU) with the Hewlett Packard Enterprise India Private Limited (HPEIPL) and Hewlett Packard (India) Software Operation Private Limited (HPISO); both entities of Hewlett Packard Enterprise (HPE), for the installation of nine cloud-enabled state-of-the-art Health ATMs along the track to revered Shrine and one Telemedicine Studio at Katra.

The collaboration with HPE would result in significant improvement in round the clock Health Care accessibility for the pilgrims, local inhabitants and other stakeholders. Besides, installation of one Telemedicine Studio at Katra shall also result in bridging gaps in enhancing patient outcomes by enabling seamless virtual consultations between pilgrims and Health Care providers through high definition video conferencing, regardless of geographic barriers.



Shrine Board inked MoU with HPEIPL and HPISO

The above MoU was signed by Anshul Garg, CEO, SMVDSB with Rajesh Dhar, Senior Director, Industry Verticals Sales in the presence of Sushil Bhatla, Head, CSR, HPEIPL at Central Office, SMVDSB, Katra.



Health ATMs installed at various Medical Units on the track

Speaking on the occasion, the CEO, SMVDSB shared that installation of Health ATMs at Medical Units located at different sectors of the yatra-track shall be adequately equipped with cutting edge medical technology and linked with RFID to ensure that the targeted services are provided to data fetched pilgrims only. Besides, the Health ATMs shall also be integrated with Electronic Medical Records of pilgrims.

This shall substantially improve healthcare landscape towards personalized and comprehensive care of pilgrims facing health issues during their pilgrimage. He exhorted that such initiatives underscore our dedication and commitment to leverage technology for betterment of pilgrimage experience.

The installed ATMs are robust enough to instantly monitor 50+ health parameters within 10 minutes (parameters include blood pressure, blood glucose, body temperature, oxygen saturation, BMI, body fat index, dehydration and pulse rate). The enhanced



facilities shall continue to be available to the devotees at no-cost.

Shri Mata Vaishno Devi College of Nursing Celebrates International Nurses Week

The Student Nurses' Association of India (SNAI) Unit of Shri Mata Vaishno Devi College of Nursing (SMVDCoN), Kakryal (Katra) celebrated 'International Nurses Week' at Spiritual Growth Centre, Katra. The International Council of Nurses had decided the theme for the year 2024 as 'Our Nurses, Our Future: The Economic Power of Care'. The event adequately highlighted the indispensable contributions of Nurses to the Health Care Sector.



Shri Mata Vaishno Devi College of Nursing Celebrates International Nurses Week

Shri Anshul Garg, CEO, SMVDSB was the 'Chief Guest' on the occasion. While addressing the gathering, the Chief Guest acknowledged the critical role of nurses in the healthcare sector and said that they deserve all recognition and encouragement. He admired the nursing workforce in the country for their dedication and selfless services while expressing appreciation for their commitment and dedication towards patient care during testing times, besides highlighting their role in facilitating seamless care coordination that can deflate medical expenses of patient's by making health care more affordable and

sustainable for individuals and families. He underscored that Shri Mata Vaishno Devi College of Nursing has approved the enhancement of the Nursing College intake from 60 to 80 students per year. He appreciated the team of SMVDCoN for becoming the 1st NAAC Accredited Nursing College of J&K and motivated to maintain the quality of Nursing Education.

The Chief Guest also distributed the Awards to distinguished students and alumni on the occasion

SMVDSB organizes 23 training programmes for staff

In alignment with the Training Needs Assessment (TNA); during the quarter April-June, 2024, the HRD Section of SMVDSB conducted as many as 23 training programmes of diverse nature for the staff working in various units. The trainings areas included Health and Hygiene, Basic Life Support, First Aid & Emergency Response, Maintenance of STPs, Sanitation of House Keeping, Basic Disaster Management, Government e-Market (GeM), Implementation of e-office, Happiness & Advance Programme etc. A total of 723 employees across various cadres were included in the ambit of trainings.



Training programme of employees of SMVDSB



Shrine Board celebrates World Environment Day and join hands with CGPWA to promote green initiative

In a groundbreaking initiative aimed at promoting environment sustainability, the Shrine Board has introduced an eco-friendly practice of distributing plants as souvenirs to devotees on the occasion of World Environment Day.

On June 5, Shri Anshul Garg, CEO, SMVDSB inaugurated a saplings-outlet named Vaishnavi Vatika located in Niharika Complex of Shrine Board at Katra. Around 38 indigenous species of plants reared in the Board's high-tech nursery at village Kunia in Panthal area near Katra shall be available to the devotees now. The species were shortlisted based on compatibility with the local climatic conditions and feasibility for ease of transportation and transplantation.



Shrine Board celebrates World Environment Day

Another, Sale Counter was inaugurated on June 26 at Vaishnavi Dham, Rail Head Complex, Jammu, in the presence of Members of the Central Govt. Pensioners Welfare Association (CGPWA), Jammu.

The CEO; after inauguration of the outlets, mentioned that such innovative approach not only aligns with the Board's commitments to environmental stewardship but also fosters a deeper connection between spirituality and nature. He underscored that

Shrine Board has been devoting high attention to conserve the environment and ecology and carry out the greening of Trikuta Hills and the available spaces along all the tracks leading to Shrine. He added that more than 1.50 lakh seedlings are being planted every year in the Shrine area for soil and water conservation. CEO also expressed the importance of associating with CGPWA to gain from their vast network of members and reach, which would play a crucial role in spreading awareness about the importance of eco-protection and promoting sustainable practices among the local community. He added that in alignment with the Prime Minister's visionary directive the Shrine Board has been adopting the campaign 'Ek Ped Maa Ke Naam'. Besides, under the guidance and directions of Hon'ble Chairman, SMVDSB (Hon'ble Lt. Governor, JK-UT), the Shrine Board has been at the forefront of environmental conservation efforts in the region and devoting high attention to conserve the environment and ecology.



SMVDSB and CGPWA join hands to promote green initiative

Dr. Ashok Bhan, Member, SMVDSB and CGPWA emphasized the importance of environmental conservation, underscoring that they are committed to contributing to the eco-friendly initiative of the SMVDSB. They also stated that the collaboration between SB and CGPWA shall have a meaningful impact in creating a sustainable future.



Both the occasions were marked by the present dignitaries planting the saplings of different species around the premises.

Helicopter Services from Jammu to Vaishno Devi Shrine Takes Off

In a major boost to pilgrim-services, the much-awaited helicopter service between Jammu to Panchhi Helipad near Vaishno Devi has commenced from June 25. The service, which was much awaited by devotees, shall provide a convenient and comfortable mode of transportation to the Holy Shrine.

The direct helicopter service from Jammu to Vaishno Devi Ji was approved by the Board at its 72nd Meeting held on April 3, 2024 under the Chairmanship of Shri Manoj Sinha, Hon'ble Lt. Governor, JK-UT.



Helicopter Services Take Off from Jammu to Vaishno Devi Shrine

The first heli-sortie took off from Jammu Airport at 11:00 AM and was received at Panchhi Helipad at 11:20 AM by Anshul Garg, CEO, SMVDSB alongwith other officers of the Board.

Speaking on the occasion, the CEO said that we are thrilled to launch this service as per the directions of the Board for the convenience of the pilgrims. The new service not only reduce their travel time but shall also

provide a unique and scenic experience. Besides, the service aims to assist those who are short on time but wish to undertake pilgrimage to the Holy Shrine in a vis-à-vis faster mode.

The service will be available daily, with 04 flights operating throughout the day. The flight will operate only when a minimum of four pilgrims have booked the service. Devotees can book their tickets and all the online services offered by Shrine Board through the Official Website of Shrine Board: www.maavaishnodevi.org, only.

The Shrine Board has introduced two packages for the pilgrims including same day return (SDR) package costing ₹35,000 per pilgrim which includes to-and-fro journey and Darshan on the same day while the next day return' (NDR) package priced at INR 60,000/-



per pilgrim including SSVP Aarti and overnight accommodation at Bhawan

Shrine Board opens free Mundan Shop for devotees

To facilitate the devotees in performing vital ritual of 'Mundan Sanskar' of their child in a convenient and respectful manner, the Shrine Board on June 24 opened a free mundan shop at Banganga. The shop,



strategically located at Bathing Ghat No. 3, near Geeta Mandir, Banganga will provide free mundan services to devotees.



Shrine Board opens free Mundan Shop for devotees

The mundan shop was inaugurated by the CEO, SMVDSB, Shri Anshul Garg alongwith other officers and officials of the Shrine Board in the presence of officers of Police department and prominent citizens of the area. CEO shared that the starting of this new shop is an outcome of the numerous requests of devotees in this context, getting considered by the Hon'ble Chairman, SMVDSB (Hon'ble Lt. Governor, JK-UT). The new shop shall enable devotees fulfilling their spiritual obligations without any financial burden.

The shop staffed by experienced barbers of Shrine Board skilled in performing mundans, shall remain open every day from 07 AM till sunset.

Shrine Board celebrates 10th International Yoga Day with Enthusiasm

Shri Mata Vaishno Devi Shrine Board in collaboration with Department of JK Tourism celebrated the 10th International

Yoga Day on June 21 with great fervor and enthusiasm at SMVD Sports Complex, Katra. The event, themed "Yoga for Self and Society", aimed to promote yoga as a tool for individual transformation and societal well-being.

Speaking on the occasion, the Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board, Shri Anshul Garg underscored that with the grace and blessing of Mata Vaishno Devi Ji, the facility of Sports Complex have come to be established at Katra amidst a serene environment. The utilization of Sports Complex for promoting yoga and also other sports activities is a testament to commitment of Shrine Board towards promoting of health and well being in the community. He also highlighted the significance of yoga in today's fast-paced world, emphasizing its role in fostering harmony and balance within self and in the society.



Shrine Board celebrates 10th International Yoga Day at Shrine Board's Sports Complex, Katra

Notably, the International Day of Yoga is being organized on a regular basis in the Shri Mata Vaishno Devi Shrine Board's Sports Complex after inauguration of the facility by the Hon'ble Prime Minister in the year 2016.

Shri Mata Vaishno Devi Shrine Board, Katra-182301.

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