



Media Cell
Baba Ghulam Shah Badshah University
Rajouri (J&K)

Press Note

August 30, 2021

Jashn - E- Rajouri
BGSBU hosts cultural event

As a part of Azadi Ka Amrit Mahotsav, The Directorate of Tourism , Jammu in collaboration with District Administration Rajouri and Baba Ghulam Shah Badshah University Rajouri organised a cultural event at BGSBU Auditorium under the theme Jashn -ne- Rajouri. On the occasion a multilingual mushaira was organised. Eminent poets from different parts of UT regaled the audience with their couplets. Various famous artists enthralled the audience with spectacular performances.

Vice Chancellor of the University, Prof. Akbar Masood in a statement applauded the efforts of the Directorate of Tourism, Jammu for promoting the Tourism potential of Rajouri. Prof. Akbar said that Rajouri has great potential to be developed as a prominent tourist destination and ' Jash ne Rajouri' will go in the long way to showcase the tourism potential of this region. Prof. Akbar congratulated the district administration under the dynamic leadership of Deputy Commissioner Rajouri Shri. Rajesh Kumar Shavan for accelerating the pace of growth and development of the district. Prof. Akbar hoped that the district administration will continue to collaborate with University on various fronts in future as well for the overall growth and development of the region.

The event was attended by the DDC Chairman Rajouri Naseem Liaquat, DC Rajouri Rajesh Kumar Shavan, ADDC Rajouri Pawan Kumar Parihar, ADC Rajouri Sachin Dev Singh, CEO Rajouri Development Authority Vivek Puri, ASP Rajouri Vivek Shekhar, AD Tourism Rajouri Ms. Ambika Bali, ACD Rajouri Sushil Khajuria among other district officers, members of DDC, BDC and Sarpanch and Panches from all across the District and other prominent members from the civil society.

Speaking on the occasion, Deputy Commissioner Rajouri Shri. Rajesh Kumar Shavan said that Rajouri has all the ingredients to become one of the world's premier tourism destinations. Swathes of stunning natural scenery and rich cultural heritage of Rajouri needs to be capitalised upon to ensure that Rajouri is viewed as a potential tourist destination. He said that Universities are the reservoirs of knowledge and play a great role in nation building. Terming the event as a beginning of long term coordination between the University and district Administration, he said that such events will help in providing a right platform to the hidden talent of the region and will help in creating awareness among the masses towards various Government schemes for socio-economic development of the district.



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Prof. Iqbal Parwez, Dean Academic Affairs, Baba Ghulam Shah Badshah University delivered the concluding remarks. In his address, Prof. Iqbal said that in less than two decades of its establishment, BGSBU has made a mark in the national and international forums. He said that close coordination between BGSBU and district administration will not only benefit the University to achieve its objectives of academic excellence but also provide the knowledge resources to the district administration for the effective implementation of various government schemes for the greater good of the society. He thanked the guests and participants for making the event a grand success.

Mr. Mohd Ishaq, Registrar of the University presented the welcome address. He thanked the district administration for collaborating with BGSBU for holding the event. He hoped that under the leadership of Shri. Rajesh Kumar Shavan, Rajouri will become a model district in the Union Territory of Jammu and Kashmir. He thanked various artists and poets for visiting the campus.

Heads of various departments, members of teaching faculty, officers of the University, Non-teaching staff, students and scholars of the University were also present on the occasion.

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