

NATIONAL SEMINAR

on

Opportunities for Botanical Tourism in Jammu and Kashmir, UT

15th March, 2024



ORGANIZED BY:

Department of Botany
Central University of Jammu, Jammu

In collaboration with
Eutierria, The Botanical Society

SEMINAR VENUE

Brigadier Rajinder Singh Auditorium, Central University
of Jammu Rahya-Suchani, District Samba-181143,
Jammu & Kashmir

ORGANISING COMMITTEE

PATRON



Prof. Sanjeev Jain
Hon'ble Vice-Chancellor,
Central University of Jammu, Jammu

CONVENER



Prof. B.S. Bhau
Head, Department of Botany, CUJ

CO-CONVENERS

Dr. Yogesh Kumar, CUJ
Dr. Deepak Bhardwaj, CUJ
Dr. Samantha Vaishnavi, CUJ
Dr. Ashok Kumar, CUJ

ORGANISING SECRETARY

Dr. Dharam Chand
Department of Botany, CUJ

CO-ORGANISING SECRETARY

Dr. Mudassir A. Bhat, CUJ

ORGANISING TEAM MEMBERS

Dr. Pratibha Lalotra, CUJ
Dr. Priya Sharma, CUJ
Dr. Vanya Bawa, CUJ

STUDENT MEMBERS

Ms. Vrinda, Neha Charak, Ms. Suvriti, Mr. Abish, Mr. Harshdev, Ms.
Kanishka, Mr. A.K. Aman, Ms. Vaishali, Mr. Umesh, Ms. Bhargavi, Ms.
Kritika, Mr. Ajaz, Mr. Sidhant, Mr. Akshit, Mr. Akarshit,

SUPPORTING STAFF

Mrs. Neelu Sharma, Mr. Pankaj Gupta & Mr. Basant Singh

CALL FOR ABSTRACTS

Abstracts from scientists/academicians/ researchers are invited for oral and poster presentation. The abstract must contain a concise title, author's name, affiliation and email of presenting author. The abstract must be provided in MS Word with maximum of 300 words. The choice of presentation (Oral/Poster) must be clearly mentioned. Abstract can be submitted online through:

Google form: <https://forms.gle/hiApmdSoS9ZgsNKu6>

Email: dchapprc@gmail.com

ORAL/POSTER PRESENTATION*

Oral presentation must be in PowerPoint. The presenter must focus on aim, method, results and conclusion. Poster should be printed on flex of 2.5 (width) x 4 (height) feet in size. An appropriate font size is to be selected for easy readability.

**Awards will be given for best oral / poster presentation.*

REGISTRATION

The participants may register using the registration link after paying the fee through UPI/NEFT in the account of Head, Department of Botany, Central University of Jammu, as per following details. **Additional fee will be charged for on-spot registration in each category.**

Delegates	Fee (Rs.)	On spot registration
Professors/Faculty/Scientist	1000 INR	1200 INR
Industries/NGOs	2000 INR	2400 INR
PA/SRF/RA/Postdoc. fellows	800 INR	900 INR
Research Scholars	500 INR	600 INR
Students	300 INR	400 INR

BANK DETAIL

Name of Account Holder: HoD Botany, CUJ

A/C No.: 0902040500000040

IFSC Code: JAKA0RAHYAA

Bank: Jammu & Kashmir Bank

Branch: Central University of Jammu, Rahya-Suchani (Bagla)

IMPORTANT DATES

Last date of abstract submission: 10 March 2024

Decision on abstract: 11 March 2024

Last date of registration: 12 March 2024

CORRESPONDENCE AT

Registration Link: <https://forms.gle/hiApmdSoS9ZgsNKu6>

Email id: dchapprc@gmail.com

CONTACT

+91-9897042233; 7696180390; 787667738; 7889718308; 6005662495

788 DISTINGUISHED GUESTS & SPEAKERS



Ms. Sunaina Sharma Mehta, JKAS
Joint Director Tourism, Jammu, J&K



Dr. Pooja Chopra, Founder Director
Orlina Ventures Pvt. Ltd., Chandigarh, Punjab



Prof. Namrata Sharma
Professor, Department of Botany
University of Jammu, Jammu



Sh. O. P. Sharma Vidyarthi, IFS
Retd. PCCF Govt. of J&K



Dr. Ranjit Kumar Raman, Head
Department of Tourism & Travel Management
Central University of Jammu

ABOUT THE UNIVERSITY

The Central University of Jammu was established by the Central Universities Act, 2009 (Act No.25 of 2009 read with the Central Universities Act, 2009). The University has 21 Departments working under different schools. The vision of university is to become a leading Centre of higher learning, integrating culture, knowledge, philosophy, science and value system of our heritage with modern and emerging concepts, skills, technology and management practices. The mission is to impart education which in its breadth and scope represents the three main symbols in our logo; iridescent like the rising Sun, immortal as the Banyan Tree and infinite like the Sky. Inculcate self-confidence; which when combined with disciplinary study, leads to faith in one's strength and conviction.

ABOUT THE DEPARTMENT

Located in the North-Western Himalayas, the department is uniquely positioned to study the rich biodiversity and address local and regional challenges in sustainable utilization of natural resources. The Department offers PhD programme and an integrated B.Sc. (Hons.) M.Sc. in Botany. The curriculum emphasizes active learning in the laboratory and field study in conjunction with regular course work. Students are required to undertake projects to hone their research orientation in the final semester at both UG and PG level. The faculty has expertise in diverse areas of plant science research including genetics, stress biology, tissue culture, PGPRs, taxonomy & ecology; and has been granted funds for projects from agencies like DBT, DST, UGC and JKST&IC.

ABOUT THE SEMINAR

The main objective of the symposium is to sensitize participants/ students about the opportunities for botanical tourism in Jammu and Kashmir. The seminar aims to:

- **Educate Participants:** Provide comprehensive knowledge about the rich botanical diversity of Jammu and Kashmir. Offer insights into indigenous plant species, their significance, and traditional uses in the region.
- **Promote Sustainable Practices:** Highlight the importance of sustainable and eco-friendly tourism practices in botanical tourism. Encourage responsible tourism that preserves and conserves the diverse flora of the region.
- **Explore Economic Opportunities:** Discuss the economic potential of botanical tourism, emphasizing employment generation and income opportunities for local communities. Identify avenues for entrepreneurship and local business development related to botanical resources.
- **Cultural and Educational Exchange:** Foster cultural appreciation by showcasing the cultural significance of botanical diversity in Jammu and Kashmir. Facilitate knowledge exchange among researchers, botanists, educators, and stakeholders interested in botanical tourism.
- **Enhance Conservation Efforts:** Emphasize the role of botanical tourism in biodiversity conservation and ecosystem preservation. Discuss strategies for maintaining and protecting delicate ecosystems and rare plant species.
- **Develop Collaborative Initiatives:** Encourage collaboration among government agencies, NGOs, academia, and local communities to promote botanical tourism sustainably. Create networks and partnerships to further the development of botanical tourism initiatives in the region.
- **Skill Enhancement and Capacity Building:** Conduct workshops, training sessions, and skill-building activities for locals involved in botanical tourism-related activities. Empower individuals with knowledge and skills related to botanical conservation, sustainable practices, and hospitality services.
- **Facilitate Policy Discussions:** Initiate discussions on policy frameworks that support and promote botanical tourism while ensuring environmental conservation and community welfare. Identify opportunities for policy improvements or new regulations to bolster the growth of botanical tourism in Jammu and Kashmir.
- **Showcase Best Practices and Case Studies:** Share success stories, best practices, and case studies from other regions or countries that have effectively implemented botanical tourism initiatives. Highlight innovative approaches and success stories to inspire and guide future endeavours in Jammu and Kashmir.
- **Create Networking Opportunities:** Facilitate networking among participants, industry experts, researchers, and stakeholders to foster collaboration, idea-sharing, and partnerships. Encourage dialogue and exchange of experiences to build a vibrant and supportive community focused on botanical tourism development.

SUB-THEMES OF THE SEMINAR

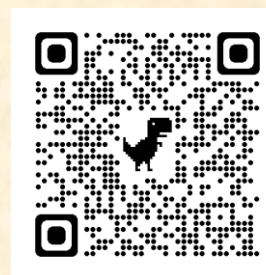
- Importance of sustainable and eco-friendly tourism practices in botanical tourism.
- Economic potential of botanical tourism, emphasizing employment generation and income opportunities for local communities.
- Avenues for entrepreneurship and local business development related to botanical resources.
- Cultural significance of botanical diversity.
- Strategies for maintaining and protecting delicate ecosystems and rare plant species.
- Collaborative networks and partnerships to promote botanical tourism in the region.
- Skill enhancement and capacity building of local communities.
- Botanical tourism, environment and community welfare.
- Showcase Best Practices and Case Studies.
- Community based botanical tourism development in the region.

ADVISORY COMMITTEE

Prof. Namrata Sharma (Dept. of Botany), University of Jammu
Prof. Sushil Verma (Head, Dept. of Botany), University of Jammu
Prof. Jaya Bhasin (Dean, School of Business Studies), CUJ
Prof. Deepak Pathania (Dean, Research Studies), CUJ
Prof. Mushtaq Ahmed (Centre for Molecular Biology), CUJ
Prof. Sunil Dhar (Dean, School of Life Sciences), CUJ
Prof. Vinay Kumar (Dean, School of Basic & Applied Sciences), CUJ
Prof. Yashwant Singh (Registrar), CUJ
Prof. V. Sridharan (Head, Department of Chemistry), CUJ
Shri Mohammed Iqbal (Finance Officer), CUJ
Ms. Shafla Parihar (Deputy Registrar, GSW), CUJ

HOW TO REACH CUJ

Jammu is well connected to major cities of India via road, train & air. To reach the University one can hire a taxi from bus stand, railway station and airport. University also running shuttle service (to and fro) from Rahya Morh, Near, NH -44 to University campus.





Jasrota Wildlife Sanctuary



Seven falls, Bani



Paddar Valley



Tarsar Marsar Trek



Tulip Garden, Srinagar



**Oldest Cedar Tree in
Kishtwar**



Kishtwar National Park



Dachigam National Park



**Surinsar-Mansar Wildlife
Sanctuary**



Dudu Basantgarh



Lolab Valley



Sarthal Valley

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Tentative Programme	
Venue: Brig. Rajinder Singh Auditorium, DDE Building, CUJ	
9:30-10:00 am	Registration
10:00-10:10 am	Seating of delegates, participants, faculty members and guests
INAUGURAL SESSION	
10:10-10:15 am	Welcome by the convener
10:15-10:25 am	Lighting of the ceremonial lamp by Chief Guest accompanied by dignitaries and National Anthem
10:25-10:35 am	Opening Remarks by Prof. Sanjeev Jain, Hon'ble Vice Chancellor, Central University of Jammu.
10:35-11:10 am	Keynote Address by Ms. Sunaina Sharma Mehta, JKAS, Joint Director Tourism, Jammu, J&K Govt.
11:10-11:30 am	Tea and Poster Presentations
SESSION-I	
11:30 am - 12:00 noon	Invited talk by Dr. Pooja Chopra, Founder Director, Orlina Ventures Pvt. Ltd., Chandigarh, Punjab
12:00 noon – 12:30 pm	Invited talk by Prof. Namrata Sharma, Professor, Department of Botany, University of Jammu, Jammu
12:30 – 1:00 pm	Invited talk by Sh. O. P. Sharma Vidyarthi, IFS Retd. PCCF Govt. of J&K
1:00 – 1:45 pm	Lunch
SESSION-II	
1:45 – 2:15 pm	Invited talk by Dr. Ranjit Kumar Raman, Head Department of Tourism & Travel Management, Central University of Jammu
2:15 – 3:15 pm	Oral presentations
3:15 – 3:30 pm	Valedictory Ceremony