

Press release

Fruit - Vegetable Show and Industria-Academia Meet Main attractions during 3 Day of Kisan Mela



An impressive fruit and vegetable show was organized at Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu on the third day of Kisan Mela. Director Horticulture Sh. Ram Sevak was chief guest and Jt. Director Extension, Department of Agriculture, Jammu Sh. Shahid Iqbal was guest of honour. Speaking at the fruit and vegetable show, Sh. Ram Sevak suggested the farmers to cultivate improved varieties of fruit and vegetable crops for realizing maximum profit. He urged the farmers for judicious application of plant protection measures in vegetable and fruit crops keeping in view the safety of health of the consumers. He thanked SKUAST-Jammu for organizing five day long Kisan Mela in coordination with other line departments of the UT of J&K. He suggested that such Kisan Melas should be organized regularly for creating awareness among the farmers. Large number of entries of vegetables and fruits were displayed during the show. In vegetables, cole crops, root crops, exotic crops, leafy vegetables, spices and other minor vegetables were displayed. Besides, large number of entries of strawberry were also displayed. During Kisan mela, an awareness programme on agriculture education for the school children was also organized in which more than hundred school children participated. Lectures on scope, prospects and opportunities in agriculture and veterinary sciences were delivered by the experts.

Industry-Academia meet was also organized to sensitize the progressive farmers and industry persons about the improved and proven technologies developed by SKUAST-Jammu scientists so that these technologies can be commercialized for the larger interest of the farming community. Ms. Anu Malhotra, Director Industries & Commerce, Jammu was the Chief Guest on the occasion and Sh. Bhawani Rakhwal, M.D. J&K UT Agro Industries was the Guest of Honour. Director Industries in her address spoke about the govt policies and also shows her

concern about the marketing support to farmers. She also invited entrepreneurs for setting up of wool processing clusters and Govt is ready to allot land for the same in Industrial area. During the programme scientists of the university deliberated on the technologies of university viz., animal feed technologies, processing of milk and meat products, mineral mixtures, automated times based variable speed device for a sprinkler irrigation system, hydroponic, potential and prospects of newly released basmati varieties, biopesticides and food processing technologies. Sh. Bhawani Rakhwal, M.D. Agro Industries invited agri-preneurs for marketing of their products through Agro-Industries as they are already in marketing of various commodities like Honey and Saffron. Prof. J. P. Sharma, Hon'ble Vice Chancellor in his remarks congratulated organizing team for conducting Industria-Academia meet successfully. He appreciated the efforts for taking the initiative advised to organize such type of events in future also.

Earlier, Prof. Jyoti Kachroo, Coordinator of the program welcome the dignitaries and guests and briefed about the event. She also discussed about the RKVY-RAFTAAR scheme functioning in the university for agri-startups. Prominent among the participants from the Industries and progressive farmers were Mr. Annil Suri, Mr. Sujiv Jain, Mr. Vijay Jain, Mr. Manoj Kumar, Mr. Ajay, Mr. Kulbhushan Khajuria, Mr. Punjab Singh, Mr. Rajinder Singh. All the statutory officers, concerned faculty members and students also attended the programme. Vote of Thanks was extended by Dr. Anju Bhat, Heaad, FST. Proceedings of the training program were conducted by Dr. Vinod Gupta, Sr. Scientist & Head, KVK, Samba.

Two training programs were also conducted under Tribal Sub Plan in Mega Seed Unit of SKUAST-Jammu where 32 tribal farmers of Rajouri district and 20 tribal farmers of Samba district participated in the training programme. Inputs such as improved seeds (Giza – 14), organic manure, knapsack sprayer, vermin beds and mineral mixture were also distributed among the participants. Dr. Jag Paul Sharma, Director Research Cum Registrar was Chief Guest and Dr. Bikram Singh, Dean, FoA was Guest of Honour on the occasion. Beside training on Bee Keeping for 50 farmers was also organized at Bee Keeping Unit of SKUAST-Jammu Chatha. Proceedings of the training program were conducted by Dr. Amrish Vaid, I/c Mega Seed Unit.