

Krishi Vigyan Kendra (KVK), Reasi celebrates World Milk Day

Krishi Vigyan Kendra (KVK), Reasi under the administrative control of Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu (SKUAST-J) celebrated World Milk Day here today through virtual mode which was enthusiastically attended by a number of the farmers' from different areas of the district. The programme was organised under the able guidance of Director Extension (DE) of SKUAST-J, Dr.SK Gupta. The major objective of the programme was to create awareness on milk as a global food and to highlight the importance of nutrition and economic importance of milk and dairy products. Chief Animal Husbandry Officer, Reasi, Dr.Ajay Sharma was the Chief Guest during the programme. Scientist & Head of KVK, Reasi, Dr. Banarsi Lal warmly welcomed of the participants. He briefed the significance about the event and spoke on the sustainability in dairy sector and farmers' empowerment. He narrated that dairy sector not only generates income and employment among the farmers but also supplements the varied nutritional requirements of the individual. Chief Animal Husbandry Officer, Reasi, Dr.Ajay Sharma formally inaugurated the programme. He spoke on commercial dairy farming and stressed on value addition in the dairy sector. He encouraged farmers for the formation of dairy cooperatives. Dr.Rajinder Bhardwaj, Assoc.Professor, RS Pura, SKUAST-J spoke in length on the feeding, breeding and diseases management in livestock. He also guided farmers on the milking techniques and care of the milching animals. Dr.Mandeep Singh Azad, Scientist spoke in length on the marketing management in dairy sector and emphasized on the formation of cooperatives among the dairy farmers. He guided farmers on scientific dairy farming techniques. Dr.Sudhir Langeh, Vet. Surgeon, Reasi spoke on the various schemes in the animal sector. He motivated the farmers to avail the benefits of such schemes ongoing in the district so as to raise their dairy production. Farmers interacted with the farmers during the interactive session of the event and asked various queries which were answered by the experts in the satisfactory way. Farmers thanked KVK, Reasi for organizing such a useful programme during the COVID-19 pandemic. During the programme Dr.Lalit Updhyay, Dr.Suja Nabi Qureshi, Dr.Sanjay Kaushal, Dr.Arvin Kumar, Dr.Sahil Kumar Angurana, Dr.Sikandar and Ms. Baby Chaudhary, NRLM were also present. The programme was assisted by Sh.Jagdish Kumar and concluded by Dr.Banarsi Lal with formal vote of thanks.