

## VC SKUAST-Jammu & Kashmir for Extension and Marketing Beyond Production



Three days Annual Zonal Workshop of KVKs for 2020-21 under ICAR-ATARI, Zone-I was started online on 18<sup>th</sup> July, 2021. The workshop was inaugurated by **Dr. T. Mohapatra, Secretary (DARE) & DG (ICAR), New Delhi** who was *Chief Guest, on the occasion*. **Dr. B.S. Dhillon, Former Vice Chancellor, PAU, Ludhiana** was *Guest of Honour*. **Prof. J. P. Sharma, Vice Chancellor, SKUAST-Jammu and SKUAST-Kashmir** in his opening remarks stressed upon patenting of technologies developed by SKUAST-Jammu. He said that KVKs and Research stations are contributing for the development of agricultural system and it is appreciated at all levels. Prof. Sharma informed that based on One District One Product, SKUAST-Jammu have identified different potential enterprises like walnut for Kishtwar and Spices for Doda etc to enhance the farmers' income. He also emphasized that Kala Zeera, Saffron and High Density Orchards are our priority areas and State Department is already working with NAFED for High Density Orchards to achieve the target of conversion of 5500 hectares into High Density Apple Orchards. Prof. Sharma in his speech said that another focus area which needs priority is processing and value addition as processing at National level is 7 percent and in vegetables it is 2 percent whereas J&K UT is processing only 1 per cent of the agricultural commodities. He said KVKs of SKUAST-Jammu are vigorously working in the processing and value addition area for increasing the income to farmers' to many folds. He further said that Seed replacement rate, participatory seed production programme, climate smart agriculture ect are other areas which needs to be focused on priority. Prof. Sharma also informed

the gathering that SKUAST-Jammu has been designated as Cluster-Based Business Organisations (CBBOs) for establishment of FPOs and their handholding and this is the area where KVK can play their role. Prof. Sharma said marketing is very important in addition to production for doubling income of the farmers' even branding, processing and marketing can enhance the income of farmers to many folds. **Dr. A.K. Singh, DDG (Agril. Ext), ICAR, New Delhi, Dr. H.K. Chaudhary, Vice-Chancellor, CSK HPKV, Palampur, Dr. Ajeet Kumar Karnatak, Vice Chancellor, VCSG UHF, Bharsar, Dr. Inderjeet Singh, Vice Chancellor, GADVASU, Ludhiana, Dr. Parvinder Kaushal, Vice Chancellor, Dr. YS Parmar UHF, Solan, Dr. Tej Partap, Vice-Chancellor, GBPUAT, Pantnagar, Dr. Rajbir Singh, Director, ICAR-ATARI, Ludhiana and Dr. S. K. Gupta, Director Extension, SKUAST-Jammu** also attended the inaugural session and put-forth their remarks. Director Extension, SKUAST-Jammu Dr. S. K. Gupta presented the detailed overview of technological backstopping of KVK staff and extension activities of SKUAST-Jammu. He also apprised the house about the status of establishment of three new KVKs of SKUAST-Jammu at Ramban, Kishtwar and Udhampur districts of Jammu region for which proposal already stands submitted to Director ATARI. During the workshop, Sr. Scientist and Head of all the KVKs of SKUAST-Jammu viz, Dr. Vinod Gupta, Dr. Punit Choudhary, Dr. Vishal Mahajan, Dr. Arvind K Isher, Dr. Ajay Gupta, Dr. Banarsi Lal and Dr. Amit Charak presented their Annual Progress Report for the year 2020-21 and proposed action plan for the year 2021-22. The workshop is organized with the objective to review the work carried out by KVKs of Zone-1 during previous year and approval of action plan for the year 2021-22. The inaugural session was concluded with the Vote of thanks by **Dr. R.K. Rana, Principal Scientist, ICAR-ATARI, Ludhiana**. After the inauguration, the programme proceeded with the Technical sessions.