

Thursday, 10 June 2021

## Agri Deptt, farmers discuss marketing of Basmati, other products with IIM

*Excelsior Correspondent*

JAMMU, June 9: Department of Agriculture Production and Farmers Welfare Jammu organized an interactive session with Indian Institute of Management (IIM) Jammu faculty at Krishi Bhawan Talab Tillo Jammu here, today.

The meeting was conducted to discuss the way forward for value addition, brand promotion and marketing of specialty agriculture products like Basmati, honey, Rajmash, Guchhi, snow mountain garlic, saffron, anardana, Kaladi and Kulthi.

Joint Director of Agriculture (Marketing), Rajan Sharma, Joint Director (Mushroom & Apiculture Development) Iqbal Singh, Deputy Director Planning, Reshu Gupta, CAO Kathua, Vijay Uphadhyaya, CAO Jammu, A.S. Reen, CAO Samba, Sanjay Verma, Agronomist (Vegetable Improvement Scheme), J. C. Raina, Experts from IIM Jammu, Professor Jabir Ali, Dr. Archana Sharma, Dr. Akash Kamble, Dr. Mahesh G besides other senior officers of the Agriculture Department participated in the programme.

The Director Agriculture Jammu, K. K. Sharma on the occasion highlighted the peculiarities of Agri-specialty products and requested the visiting IIM faculty members to suggest appropriate models/interventions for streamlining the marketing of these products so that farmers may get remunerative returns.

The Director underscored the importance of branding and value addition in making local specialty products globally competitive.

It was given out that various farmers welfare schemes are being implemented by the Department of Agriculture to enhance the production and productivity of crops for doubling the farmers income. The formation of Farmers Producer Organizations (FPOs)/ Cluster Based Business Organizations (CBBOs) and Agri-start ups were also discussed in the meeting.

The IIM team led by Prof. Jabir Ali interacted in the meeting and acknowledged the efforts being put in by Department for agriculture development and farmers welfare.

IIM faculty also affirmed their role in promoting "JMU-KHETI" brand recently launched by the Department.

Later Director Agriculture along with the other participant visited Vegetable Demonstration Unit at Krishi Bhawan Talab Tillo Jammu where he inaugurated first picking of Pink Okra (variety Kum-Kum). It was apprised on the occasion that cultivation of Pink Okra has been done for the first time at the Vegetable Demonstration Unit under Vegetable Improvement Scheme. The visiting team was also shown the medicinal and aromatic plants and vegetable crops being raised in Growbags to promote rooftop/urban farming.

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## AP&FW Deptt hosts interaction with IIM on branding, marketing of Specialty Agri Products

GJ REPORT

JAMMU, JUN 9: Department of Agriculture Production & Farmers welfare Jammu today organized an interactive session with Indian Institute of Management (IIM) Jammu faculty, here at Krishi Bhawan Talab Tilloo.

The meeting was conducted to discuss the way forward for value addition, brand promotion and marketing of specialty agriculture products like Basmati, Honey, Rajmash, Guchhi, Snow Mountain Garlic, Saffron, Anardana, Kaladi and Kulth.

Joint Director of Agriculture (Marketing), Rajan Sharma; Joint Director (Mushroom & Apiculture Development) Iqbal Singh; Deputy Director Planning, Reshu Gupta; CAO Kathua, Vijay Uphadhya; CAO Jammu, A.S. Reen; CAO Samba, Sanjay Verma; Agronomist (Vegetable Improvement Scheme), J. C. Raina; Experts from IIM Jammu, Professor Jabir Ali,

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It was revealed that various farmers' welfare schemes are being implemented by the Department of Agriculture to enhance the production and productivity of crops, for doubling the farmers' income. The formation of Farmers Producer Organizations (FPOs)/ Cluster Based Business

Organizations (CBBOs) and Agri-startups were also discussed in the meeting. Moreover farmers' orientation from production to marketing as per emerging trends was also stressed upon.

The IIM team led by Prof. Jabir Ali keenly interacted in the meeting and acknowledged the efforts being put in by the department for agriculture development and farmers welfare. It was agreed upon that more such meetings will be organized in the future on a regular basis to develop the scope of working in tandem for promotion of specialty products. Further

it was decided that agripreneurs shall also be invited in the future meetings so that realistic models can be framed with the involvement of all stake holders. IIM faculty also affirmed their role in promoting "JMU-KHETT" brand recently launched by the department.

Later Director Agriculture along with the other participant visited Vegetable Demonstration Unit at Krishi Bhawan Talab Tilloo Jammu where he inaugurated first picking of Pink Okra (variety Kum-Kum). It was apprised on the occasion that cultivation of Pink Okra has been

done for the first time at the Vegetable Demonstration Unit under Vegetable Improvement Scheme. The Director also inspected the Okra (Diana), Brinjal (Navkiran & Shayamali), Tomato (Abhilash), Sweet Corn (6881), Cucurbits (under Bower System), Intercropping of Pumpkin in Summer Apple (Harman-99) and different ornamental plants.

The visiting team was also shown the medicinal and aromatic plants and vegetable crops being raised in Growbags to promote rooftop/urban farming.



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# AP&FW deptt hosts interaction with IIM faculty



**NL CORRESPONDENT  
JAMMU TAWI, JUNE 09**

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The meeting was conducted to discuss the way forward for value addition, brand promotion and marketing of specialty agriculture products like basmati, honey, rajmash, guchhi, snow mountain garlic, saffron, Anardana, kaladi and kulthi.

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Thursday, 10 June 2021

## AP&FW Deptt hosts interaction with IIM faculty on branding, marketing of J&K's Specialty Agri Products

### ■ STATE TIMES NEWS

JAMMU: Department of Agriculture Production & Farmers welfare Jammu on Wednesday organized an interactive session with Indian Institute of Management (IIM) Jammu faculty, here at Krishi Bhawan Talab Tillo.

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Interactive session between IIM Jammu and AP&FWD in progress at Jammu.

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# अमरउजाला

Thursday, 10 June 2021

## कृषि उत्पादों की मार्केटिंग और ब्रांडिंग पर मंथन

जम्मू। कृषि उत्पादों की कारगर मार्केटिंग और ब्रांडिंग के लिए बुधवार को कृषि भवन जम्मू में विशेष सत्र करवाया गया। इसमें कृषि विभाग, किसान वेलफेयर और इंडियन इंस्टीट्यूट ऑफ मैनेजमेंट के पदाधिकारियों के साथ किसानों ने हिस्सा लिया। सत्र में बासमती, शहद, राजमाह, गुच्छी, बर्फीले पहाड़ में पैदा होने वाले लहसुन, केसर, अनारदाना, कलाड़ी और कुलथी की ब्रांडिंग के लिए चर्चा की गई। ब्यूरो





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June 10, 2021 | BK News Service



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## Interactive session between IIM Jammu, AP&FWD held



A view of interactive session.

### EARLY TIMES REPORT

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