

**GOVERNMENT OF JAMMU AND KASHMIR  
DIRECTORATE OF HORTICULTURE, KASHMIR**

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**PRESS RELEASE**

Director, Horticulture Kashmir Mr. G. R. Mir (KAS), today visited Fruit and Vegetable Crop Centre of Department of Horticulture, Srinagar to felicitate the trainees with certificates, who were imparted training on Canning and Preservation of Fruits and Vegetables. While interacting with the trainees the Director Horticulture advised and encouraged them to create employment opportunities for themselves and for others by setting up the Post-Harvest Fruits and Vegetable Management Units, because value addition is the need of the hour which will enable the farmers' to enhance their income by branding the products. He said that fruit and vegetable processing business has vast potential due to ample availability of raw material and emphasized that the demand of preserved products of fruits and vegetables is increasing day by day. He assured that the Department will provide all possible financial and technical assistance to the trainees as per the available schemes for the establishment of the units.

Lastly, the Director Horticulture distributed certificates among the trainees, who in turn expressed their gratitude and requested him for continuation of such programmes, so that more and more unemployed youth are trained and made self-reliant and economically independent.

**Horticulture Information and Publication Officer**  
Directorate of Horticulture Kashmir

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1. Director Information, J&K Jammu for information.
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