

Government of Jammu and Kashmir
Agriculture Production Department
Civil Secretariat, J&K, Jammu/Srinagar

Sub: Constitution of Information Education and Communication (IEC) Cell under Holistic Agriculture Development Programme (HADP).

Government Order No. 252 -JK (APD) of 2023
Dated: 26 -04-2023

Sanction is hereby accorded to the constitution of an IEC Cell under HADP with the following objectives:

- i) Provide an impetus to the IEC campaigns as envisaged under various Projects/Schemes under HADP as well as routine schemes of the Department.
- ii) Improve upon and monitor all web/ICT based services of the Department under HADP including issues related with DAKSH KISAN & KISAN SATHI etc. portals.
- iii) Handling of social media accounts of APD (Twitter, Facebook, Youtube etc) including sharing success stories, advisories, events etc.
- iv) Work on innovative tools/strategies to improve transfer of information/technologies to the field for benefit of the farmers/entrepreneurs of the region.
- v) Any other task as ascribed from time to time.

The following teams of officers/officials shall work in the cell for a period of three months and shall closely liaise with Dr. Anjum Andrabi (Technical Officer, APD) and Dr. Veer Abhimanyu Koul (Technical Officer, APD) on daily basis.

S. No	Name of the Officer
TEAM-A	JAMMU DIVISION
1.	Dr Ankit Malik, VAS Biaspur, Jammu, AHD -Jammu (Team Leader)
2.	Mr Srikant Sharma, AEA, CSS-Directorate of Agriculture Jammu
3.	Mr Manoti Sharma, AEA, CSS-Directorate of Agriculture Jammu
TEAM-B	KASHMIR DIVISION
1.	Dr. Faisal Hassan Dadmari, VAS-Beerwah Budgam, Sheep Husbandry Department Kashmir (Team leader)

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2.	Mr Danish Ravi, Assistant Storekeeper, Directorate of Agriculture - Kashmir
3.	Mr Reshabh Raina, Assistant Store Keeper, Directorate of Agriculture Kashmir
4.	Mr Altaf Ahmad, Junior Assistant, Directorate of Animal Husbandry Kashmir

The teams shall work under the overall supervision of Mission Director, HADP and operate from the Directorates of Agriculture, Jammu/Srinagar.

By Order of the Government of Jammu & Kashmir.

Sd/-
(Atal Dulloo), IAS
Financial Commissioner
(Additional Chief Secretary)

No. Agri-P S/2/2023 (CC-7100404) 851-69.

Dated: 26.04.2023

Copy to the:

1. Joint Secretary (JKL), Ministry of Home Affairs, Govt. of India.
2. Director Archives, Archeology & Museums, J&K, Jammu.
3. Vice Chancellor SKUAST, Jammu/Kashmir.
4. Director General Sericulture, J&K.
5. Director General, Sheep Husbandry Kashmir.
6. Director Animal Husbandry, Jammu/Kashmir.
7. Director Horticulture Jammu/Kashmir.
8. Director Horticulture (P&M), J&K.
9. Managing Director, JKHPMC
10. Mission Director, HADP/Director Fisheries J&K.
11. Director Sheep Husbandry, Jammu.
12. Director Agriculture Jammu/Kashmir for strict compliance with the request to provide the necessary support to the cell in terms of space, logistics etc.
13. All Supervisory Officers nominated vide Government Order No. Government Order No. 200-JK(APD) of 2023 dated 24.03.2023
14. All District Nodal Officers designated vide Government Order No. Government Order No. 181-JK(APD) of 2023 dated 16.03.2023
15. Technical Officers (All), Agriculture Production Department.
16. All concerned Officers/Officials
17. Private Secretary to the Additional Chief Secretary, Agriculture Production Department for information.
18. Private Secretary to Secretary Agriculture Production Deptt.
19. I/C Website, Agriculture Production Department.
20. Government Order file (w.2.s.c)/Stock file.

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26.04.2023
Mir Tajamul (JKAS)
Under Secretary to Government



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