

Report on Awareness programme “Cherry Processing options for better utilization and returns”

Today on dated 21/11/2023, one day Entrepreneurship awareness programme titled “Cherry Processing options for better utilization and returns” was organized by Krishi Vigyan Kendra/Training Extension Center Malangpora Pulwama (SKAUST) in collaboration with GDC Tral. The session was conducted at 11:00 am in which around 100 students of science stream and dozen of faculty members of the college participated. The programme was moderated by Dr. Ferooze Ahmad Rafiqi , Assisstant professor in the Department of Chemistry, GDC Tral. Welcome note was delivered by the Worthy Principal, Dr. Mushtaq Ahmad Malik who highlighted the importance of the programme in this modern era of technology. The Principal of the College welcomed the esteemed guests, faculty membes and the students of the college for their participation and keen interest in the programme. The first resource person Dr Abdul Rouf, Assisstant Professor in Food Science and Technology delivered a presentation on the theme. He emphasized on cherry processing technique of canning and syruring of cherry fruits. He propounded the ideas how to enhance the efficiency and profitability of cherry processing. Another resource person of the session was Dr. Afsha Iqbal Nehvi who shed light on the post harvest processing and



marketing strategies of cherry products to cater the different market demands and consumer preferences. She also elaborated the diversification of product offerings. She stressed on the quality control measures for high quality fruits and talked about the value added products of cherry processing products. Another resource person Dr Towseef Ahmad Wani also threw light on the cherry processing options and elucidated the methods to maximize the utilization and returns of cherry processing. He also explained the innovative method to be used in our houses to extend the shelf life of vegetables and fruits. At the fag end of the each session, there was an interactive and a doubt clearing session in which the participants actively interacted with the speaker and exchanged their creative and practicable thoughts regarding the topic. The session was concluded by participant in charge, Dr. Ferooze Ahmad Rafiqi who proposed the vote of thanks to one and all. The programme lasted for about three hours and ended at 3:00 PM.

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