



**Sher-e-Kashmir University of Agricultural
Sciences and Technology of Jammu
DIRECTORATE OF EXTENSION**

**Dr. Amrish Vaid
Director Extension**

No.: AUJ/DE/24-25/F-295/1619-20
Dated: 10.09.2024

Office Order

**Sub.: Roles and responsibilities of Content Generation and Approval Team of
Radio Kisan SKUAST-Jammu 90.8 (Community Radio Station).**

In order to ensure the production of high-quality content for Radio Kisan SKUAST-Jammu 90.8 FM, the specific roles and responsibilities of the Content Generation and Approval Team are hereby fixed as below:

- Interview of scientists regarding innovations and seasonal interventions in the field of Agriculture, Horticulture, Animal Husbandry and allied fields.
- Interview of field functionaries from various development departments regarding flagship schemes of various development departments.
- Interviews of renowned personalities from the field of music, arts, culture, sports, history etc.
- Recording of weather update and timely farm advisories to farmers
- Recording of University events
- Interviews of dignitaries/ VIPs visiting the University on various occasions
- Recording Health and Nutrition related programs
- Recording women empowerment programs
- Interviews of Allopathic/ AYUSH medical specialists
- Interview of Agri. Entrepreneurs
- Recording of songs and other music related content
- Interviews of poets and other renowned literary personalities

The team will be responsible for conducting regular content reviews, monitoring engagement metrics, providing training and development, collaborating with experts, and managing resource allocation. Dr. Sachin Gupta, Member Secretary, will provide regular updates on these activities.


10.9.24
Director Extension

Cc: -

- Committee members _____



Visit us at: www.skuast.org
Email: dirextskuastj@gmail.com
Tel.: +91-9419151649

"An institution for sustainable agriculture for food and nutritional security"