



Krishi Branding Centre, SKUAST-J ABI FOUNDATION

Project No: 04

“Strengthening Agricultural Marketing in Union Territory of J&K” (HADP)



Three-Days’ Training Programme on “From Farm to Brand: Building a Distinctive Pathway for Sustainable Agribusiness Growth”

Key Points of the Programme:

- To familiarize participants with digital marketing, e-commerce platforms and modern market linkages.
- To enhance knowledge on developing market-oriented agricultural products with a strong brand identity.
- To facilitate access to institutional support, government schemes & financial services for agribusiness growth.

Date: 14th to 16th January, 2026

Time: 10:00 am onwards.

Venue: AEABM Hall, Block No.07, First Floor, SKUAST-Jammu, Chatha

Course Director

Dr. Jyoti Kachroo, Professor, Division of AEABM & PI, Project No:04 (KBC of SKUAST-J ABI FOUNDATION).

Course Coordinator

Dr. Sudhakar Dwivedi, Professor, Division of AEABM, Dean Student Welfare, SKUAST-J

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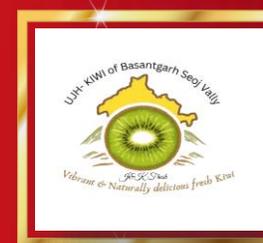
**J&K Basmati Farmers
Producer Co-op ltd,
R.S Pura**



**Maa Vaishno Lemon Grass
Farmer Producer Co.Ltd.**



**Bari Brahmana Future
Vision Farmer Production
company Ltd.**



**UJH KIWI of Basantgarh Seoj
Vally, Village Basantgarh, Tehsil
Basantgarh, Distt. Udhampur.**



**M/s Jagriti Products,
Patoli, Jammu**



**M/s Shivam Enterprises
, Ranjan , Jammu**

**Organized by
Krishi Branding Centre , SKUAST-J ABI FOUNDATION
Division of Agricultural Economics and ABM
Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu**