

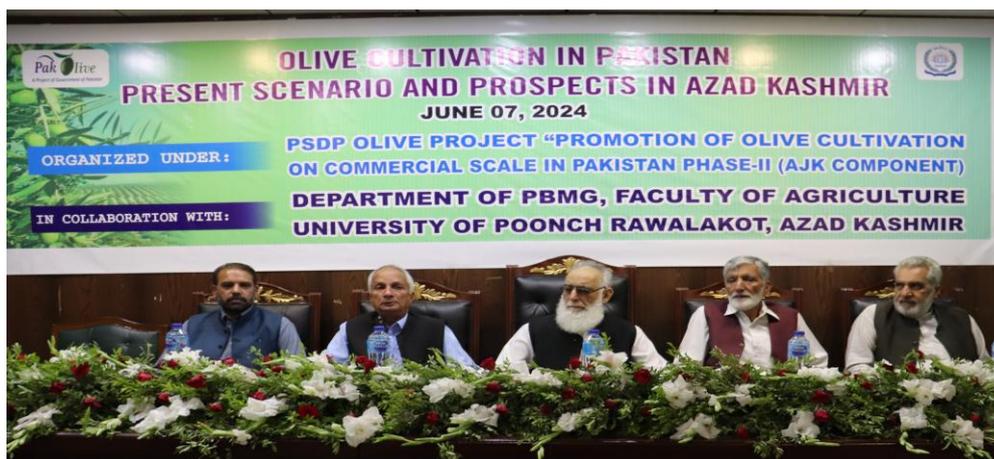
University of Poonch and the Community

Consolidated programs:

In 2024, the University of Poonch Rawalakot actively engaged with the community through a series of dynamic public initiatives, fostering collaboration, learning, and social responsibility. These activities reflected the university's commitment to bridging academia and society, creating meaningful connections that promote growth and well-being across the region. The University organized a diverse range of initiatives — including training programs, workshops, seminars and conferences — open to the general public. These interactive events served as vibrant platforms for dialogue, collaboration, and shared learning, strengthening community bonds and encouraging the exchange of ideas and experiences. By raising awareness on topics spanning from academic knowledge to practical life skills, such programs empower individuals to enhance their capabilities, driving both social and economic development and contributing to an improved quality of life across the community.

1: **One Day National Conference on Olive Cultivation in Pakistan: Present Scenario and Future Prospects in Azad Kashmir for students and community.**

The conference titled “Advancing Olive Cultivation in Pakistan: Opportunities and Growth in Azad Kashmir” was jointly organized by the PSDP Olive Project—Promotion of Olive Cultivation on Commercial Scale in Pakistan (Phase-II, AJK Component)—and the University of Poonch Rawalakot. Aimed that local community and those engaged in agriculture, the event focused on raising awareness about the economic and environmental benefits of olive farming. Experts and stakeholders discussed the region's favorable conditions, emerging opportunities, and the importance of adopting modern cultivation and marketing practices. The initiative represents a significant step toward empowering local farmers and promoting sustainable agricultural growth in Azad Kashmir.



Conference on Olive Cultivation and Prospects in Azad Kashmir
Held at the University of Poonch Rawalakot under the PSDP Olive Project, June 7, 2024.





2: A One-Day Seminar on Disaster Management was organized by Farog - e - Ilm Society of the University of Poonch Rawalakot (UPR), in collaboration with the **National Disaster Management Authority (NDMA) Poonch, AJK**, and the **University administration**, to raise awareness among university students and the general public.

Farogh-e-Ilm Society, one of the leading student-run organizations at the University of Poonch Rawalakot (UPR), dedicated to supporting students through educational initiatives and financial assistance, organized a **One-Day Disaster Management Training Programme** in collaboration with the **National Disaster Management Authority (NDMA)** on **Monday, July 15, 2024**, at the **Agriculture Hall, UPR**. The session was open to the general public and aimed to raise awareness, enhance preparedness, and strengthen the community's capacity to effectively respond to both natural and human-induced disasters.

One Day
DISASTER MANAGEMENT
TRAINING PROGRAMME

Organized By
FAROQH E ILM SOCIETY UPR

Open For General Public

We cordially invite you
to join this important
and practical training
session.

Your presence will
truly encourage and
inspire the students.

VENUE:
Agriculture Hall, UPR

DATE & TIME
Monday, July 15, 2024





3-Kisan Mela (Farmer's Fair) at the University of Poonch, Rawalakot

Date: September 24, 2024

Venue: University of Poonch, Rawalakot

Organized by: Faculty of Agriculture, University of Poonch, Rawalakot

Introduction

The University of Poonch, Rawalakot, organized a Kisan Mela (Farmers' Fair) in September 2025, with the aim of promoting modern agricultural practices, enhancing farmers' knowledge, and strengthening the linkage between the university and the local farming community. The event served as a valuable platform for interaction between agricultural experts, farmers, agribusiness representatives, and students.

Objectives

The main objectives of the Kisan Mela were:

- To introduce farmers to new and improved varieties of seeds, vegetables, and fruits.
- To provide awareness about advanced and sustainable farming techniques.
- To facilitate direct interaction between fertilizers companies, agricultural input suppliers, and local farmers.
- To promote university–community collaboration for agricultural development in the region.

Event Highlights

A variety of stalls were set up by different departments of the University of Poonch and private agricultural organizations. Key highlights included:

- **Seed and Crop Varieties:** The Faculty of Agriculture showcased newly developed and high-yield varieties of crops, vegetables, and fruits. These demonstrations attracted significant attention from farmers interested in adopting modern cultivation methods.
- **Fertilizer and Pesticide Stalls:** Several fertilizer and agrochemical companies established their stalls, providing information about soil nutrition, balanced fertilizer use, and safe pesticide application.
- **Awareness Sessions:** Agricultural experts delivered short talks and interactive sessions on soil health management, organic farming, and climate-resilient agriculture.
- **Farmer–Scientist Interaction:** The event facilitated open discussions between farmers and university researchers to address local agricultural challenges and explore innovative solutions.

Participation

The event witnessed enthusiastic participation from:

- Local farmers from Poonch and surrounding areas.
- Representatives from fertilizer and seed companies.
- Faculty members and students of the University of Poonch.
- Members of the local community and media representatives.

Outcomes

The Kisan Mela proved to be a successful outreach initiative, achieving the following outcomes:

- Enhanced awareness among farmers about new agricultural technologies and improved seed varieties.
- Strengthened linkages between the university and farming communities for future collaborative projects.
- Increased exposure for agricultural students to real-world farming challenges and opportunities.
- Encouraged the adoption of eco-friendly and profitable farming practices.





Locally grown vegetables and fruits were showcased at various stalls during the Kisan Mela.



Local farmers engage with agricultural experts to learn about sustainable farming practices and climate-smart agriculture.