DIRECTORATE OF EXTENSION

SKUAST-Kashmir, Shalimar Srinagar-190025

*Email:*deeskuastk@skuastkashmir.ac.in

No. Au/DEx/2026/3463-3513
Dated: 10 -11-2026

OFFICE MEMORANDUM

Subject: Requirement of prior approval for participation in media programmes relating to agricultural and allied extension activities.

It has been observed that faculty members and scientists of the University are participating in podcasts, television and radio programmes, interviews and other media interactions pertaining to agricultural and allied activities, particularly those intended for the farming community, without obtaining prior approval from the Directorate of Extension.

In this connection, it is hereby conveyed that all faculty members, scientists and other concerned officials of SKUAST-Kashmir shall obtain prior approval from the Director Extension before participating in any media programme involving agricultural advisories, farmer-oriented awareness activities, dissemination of technologies or other matters falling within the purview of agricultural extension.

These instructions are issued with a view to ensuring proper institutional coordination, uniformity in the dissemination of scientific and technical information, and appropriate representation of the University's extension activities through various media platforms.

All concerned shall ensure strict compliance with the above instructions. The respective Directors, Deans, Heads of Divisions/Research Stations/Centres/Units and PCs of KVKs shall bring the contents of this memorandum to the notice of all faculty members, scientists and other officials under their administrative control for information and necessary compliance.

Director Extension
SKUAST-Kashmir, Shalimar

Copy to:

1. All Officers of the University, for information and necessary action.
2. Director, Information Technology, SKUAST-Kashmir, for uploading this Office Memorandum on the official University website.
3. All Heads of Divisions/KVKs/Research Stations/Centres/Units etc of SKUAST-K for information and compliance.
4. Secretary to the Vice-Chancellor, SKUAST-Kashmir, for the kind information of the Hon'ble Vice-Chancellor.
5. Office file.