



**Government of Jammu and Kashmir  
Directorate of Horticulture  
Planning and Marketing  
Srinagar, Kashmir**

# **DEPARTMENTAL ACTIVITIES**

## **DAILY BULLETIN**

**31-05-2021**

# Director Horticulture (P&M) visits apple town



Director Horticulture (P&M) as part of his initiative to know the ground level difficulties and issues of Horticulture industry in the valley reached out to the growers of Sopore and Baramulla.

During his interaction at Asia's second big fruit Mandi Sopore, he assured a full fledged support from the department in making the mandi more grower/trader and buyer friendly.

He had a detailed discussion regarding issues and difficulties with the Fruit association members and growers of the apple town.

In their discussions, the association members and growers raised some important issues which they wanted the department to tackle at the earliest.

Director Horticulture (P&M) instructed the engineering wing of the department to take up the development of Baghi-Sundri Road in order to ease out the access to the Mandi. He further asked for the immediate renovation of the Kissan Ghar in the Mandi as the fruit season was about to begin.

He directed the Executive engineer PHE to ensure supply of atleast one water tanker to Mandi during the peak season till the water supply scheme is completed.

Director assured full support in the establishment of a Cold store in the Mandi. He assured them that the matter will be positively considered by the department and simultaneously the matter shall be taken up higher authorities. He, however, stressed on the fact that such a big mandi should have a Cold store for the benefit of apple growers.

Regarding several other issues, the Director Horticulture (P&M) pledged to resolving them as early as possible since further development of the Sopore mandi is the need of the hour.

Later Director visited the Baramulla Mandi where he also deliberated upon a number of issues raised over there by growers and fruit Association members.

Director Horticulture took a strong note of the issue where the people get shops in Fruit Mandis allotted and then don't construct shops as per the lease deeds.

He further said that it is this non construction of shops that in some mandis don't function to full potential.

In this direction, he directed the officials of the department to cancel the lease deeds of such allottees who don't start their business in Mandis.

The director said that all those shops whose lease deeds get cancelled will be allotted a fresh to other aspiring growers/traders.

Highlighting the importance of proper grading, he said that it is a universal fact that better graded produce always fetches better price in the market. He further drew attention of the growers towards building a better relationship with buyers as a well graded product brings confidence in the consumers.

The Director said that the department in the past has regularly implemented Market Intervention scheme (MIS) for C grade apple and is actually envisioned to encourage growers take up better grading practices.

The motive, he further elaborated, was to strive to reduce the wastage of our fruits and adopting of ways to process the fruits which don't meet the quality standards.

During the programme ,the Director also interacted with FPO entrepreneurs suggesting them of adopting government sponsored different schemes for the sector.

On Mandi connectivity with the rail , Director said that he would take up the matter with the railway authorities

of connecting the railway track with the Mandi for the better and easy transportation of fruit.

The Director Horticulture (P&M) accentuated the importance of the horticulture to the GDP and the role it plays in the livelihood of thousands of people who are directly and indirectly associated with it .



## Director Horticulture (P&M) chairs E-nam review meeting

Director Horticulture (P&M) as per schedule chaired the review meeting regarding E-nam progress at Raj Bagh Office.

The meeting was attended by all the senior and district officials of the department. The officials from Jammu attended the meet via virtual mode.

In the meeting E-nam progress was discussed threadbare with Director taking inputs from all the field functionaries regarding its implementation.



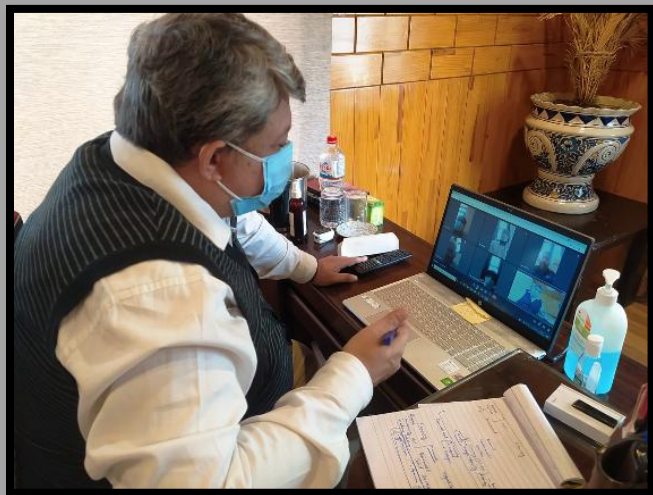


## **Virtual meeting with Ganderbal Growers**

Director Horticulture (P&M) continued to reach out to growers through the virtual mode and today had a detailed conversation with the growers from Ganderbal District. A number of issues and difficulties were raised by the growers.

The Director deliberated on all those issues and sought some time in some cases while for some positive assurance was given forthwith.

He insisted growers to regularly meet the district officials for their issues as it is, “your prosperity which is the motto of our department”.





## **Pulwama Growers Delegation**

A group of growers from Pulwama today met Director Horticulture (P&M) in his office Chambers.

The delegation requested the Director to look into some of the issues confronted by them. They raised issue related to the development of Pachhar Mandi at Pulwama.

The Director assured the delegation that all possible help and initiatives will be rendered to them .



## AGMO KATHUA

Visit to AC mushroom production unit Sangwali Mandi Samba; Labelling/ Branding of mushroom packs have started.



## AMO BARAMULLA

In continuation to the Meeting at Baramulla mandi the cherry growers and buyers met at kawcheck Baramulla for direct marketing of cherry.



# Fruit & Vegetable Mandi Narwal Jammu

The medical teams conducting Covid 19 tests in F&V Market Narwal



# AMO BUDGAM

E-nam registration in progress.



(Vishesh Mahajan , JKAS)

Director

Horticulture (P&M)