



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

DEPARTMENTAL ACTIVITIES

DAILY BULLETIN

01-06-2021

Meeting with Fruit Association

The Fruit Association Parimpora Mandi Srinagar called on Director Horticulture (P&M) to thank him personally for the efforts put in for arriving at a reasonable air freight for transportation of cherry to various places across India.

More over the delegation in the meeting raised the need for further deliberation on the freight structure in presence of the officials of GoAir who were also present in the meeting.





Virtual meeting with Bandipore Growers

Director Horticulture (P&M) continued his conversation with the growers through the virtual mode and today had a detailed interaction with the growers from Bandipore District.

The main issue raised by them was for expediting the establishment of the Fruit Mandi at identified land of 16 Kanals at Naidkhai .Another issue was that the department devise a mechanism whereby any outside buyer may have to necessarily get registered .This they informed could reduce the non-payment issues.Director assured them that the department will look into their demands and come up with solutions.However the Director called on the growers to change their style of working which is more Mandi oriented and make technology as the basis for their fruit marketing.



progressive growers of Bandipora
who also happened to participate
in today's VC meeting with worthy
Director Horticulture (P&M).



JABLIPORA MANDI EXECUTION PLAN

Director Horticulture (P&M) received a detailed briefing about the F&V Mandi Jablipora progress by the engineering Wing of the department.



AGMO KATHUA

Visited mango orchard at village Thakurpura for marketing support / registration on E-nam .



AMO BUDGAM

Issuing e-NAM forms



Fruit & Vegetable Mandi Narwal Jammu

Vaccination drive is carried out in both the Associations office of F&V Market Narwal Jammu



AMO DODA

Visited kholra Bhaderwah. Provided information about departmental activities like e-NAM Direct marketing Grading , Packing etc.



(Vishesh Mahajan , JKAS)

Director

Horticulture (P&M)