



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

DEPARTMENTAL ACTIVITIES

DAILY BULLETIN

22-05-2021

Director visits Parimpora Mandi Highlights the importance of E-nam



Director Horticulture (P&M) Vishesh Mahajan today visited Fruit & Vegetable Market Parimpora where he had a detailed review of developmental activities and also interacted with the trading community. He was accompanied by officers of the department.

Director took a tour of the mandi where he gave on the spot instructions for a number of issues that were brought to his notice.

He instructed that the water logging issue should be addressed without delay and the concerned were directed to act upon issue immediately .He also instructed engineering wing of the department to take on war footing the macdemisation of mandi link roads.

He stressed upon need to have modern waste disposal mechanism in the shape of a segregation machine installed in the mandi periphery to segregate and convert the waste into compost.He also advised all the stakeholders to maintain hygienic environment in the mandi.

Director visited the site of a huge Controlled Atmosphere (CA) store coming up in the mandi which according him will be of extreme help to the traders in mandi.

A number of issues were raised by the members of Fruit Association during the meeting with Director Horticulture (P&M) who assured them of speedy redressal.

Director stressed upon growers and traders to enroll themselves on e-NAM portal for

their trading practices. He highlighted the benefits of trading on E-nam which he claimed is going to be the future for trading.

Director Horticulture (P&M) was apprised by officers of the department about the development activities that the department was undertaking for the further improvement of the infrastructure in the Mandi that would enable the trading community to carry their business with more ease.

Fruit Association president and other members thanked Director Horticulture (P&M) for the visit and for the immediate redressal of the issues they raised with him. They assured him of full support in all those endeavours that the department will undertake for the benefit of farming and trading community. They also pledged to start the trading on E-nam from this season.









AMO ANANTNAG

Interaction with a cherry grower at village
Budwani of Qazigund



AGMO SAMBA

As per directions 15 qtl fallen mangoes procured by Sh. Prashant Charak Rural Food Processor from Brori Da Talab Ismailpur and 15 qtl. by NRLM staff from Simblewali Vijaypur for making Amchur.

Sh. Prashant Charak, himself a mango grower, has around seven qtl of fruit drop. He is going to start processing of approximately 25 qtls of fallen raw mangoes for making of amchur powder and ampanna.





Process for value addition of fallen raw mangoes to make Amchur started by NRLM SHG ladies in Samba district.



Visited mango orchard of Sh. Sham Lal r/o
Ismilepur Samba to make him aware about
grading, packing, value addition and branding
of mangoes.



AMO PULWAMA

**Meeting with growers regarding e -nam
and cherry marketing**



AGMO REASI



AGMO Reasi with GMI interacting with farmers at Bhabbaer Rasaillan Reasi awarding them about e-NAM and ODOP. Farmers gave their requisite details for registration on e-NAM.

2:29 pm ✓✓



AMO BANDIPORE



Establishment of AMO office
Bandipore educating cherry
growers about the need for



improved grading & packing
methods so as to get good returns
for their produce in the market.

(Vishesh Mahajan , JKAS)
Director
Horticulture (P&M)