



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

DEPARTMENTAL ACTIVITIES

DAILY BULLETIN

10-06-2021

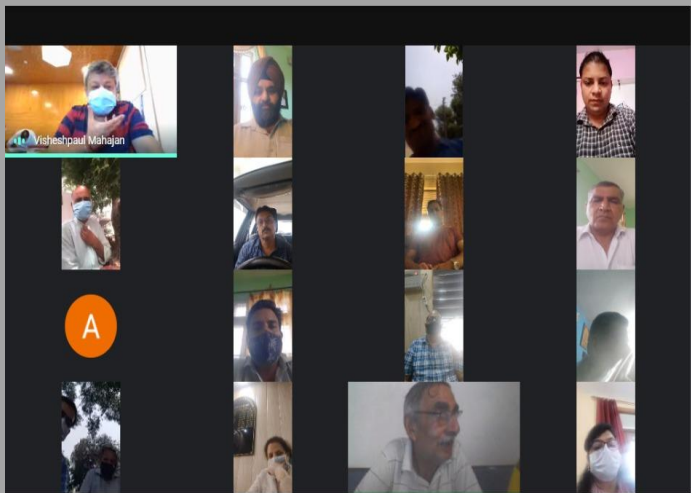
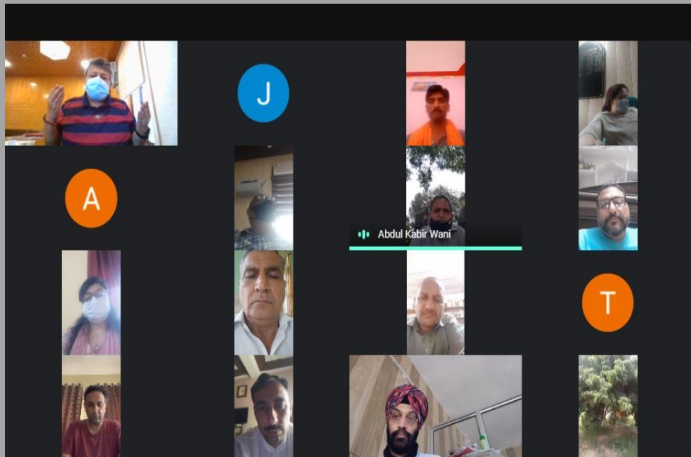
Virtual Meet

Director Horticulture (P&M) today attended a virtual meet of progressive growers of Jammu /Samba where in the farmers raised different relevant issues pertaining to PHM viz packaging, branding, marketing, crop insurance, cold chains etc and modern scientific techniques to be adopted.

Director asked the growers to exploit full market potential for the Basmati Rice and later go for GI marking of it.

Director asked the officials of the department from Jammu and Samba to work towards making one FPO from each district at the earliest.





AMO SOPORE

Visit to Barthal village.



AMO BUDGAM

Physical verification of applicant of Jablipora mandi
at Falchil Khansahib



AMO BARAMULLA

Briefing a grower at Rohama about e-NAM



AMO GANDERBAL

On spot inspection of grading of cherry



Marketing Reach

AD Marketing ,AD (G&P) with progressive growers at Anantnag and Kulgam

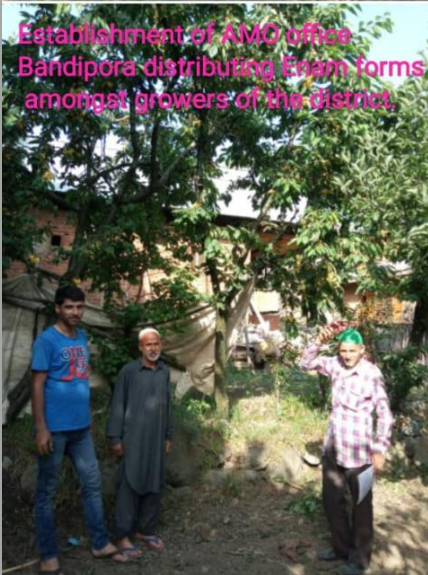




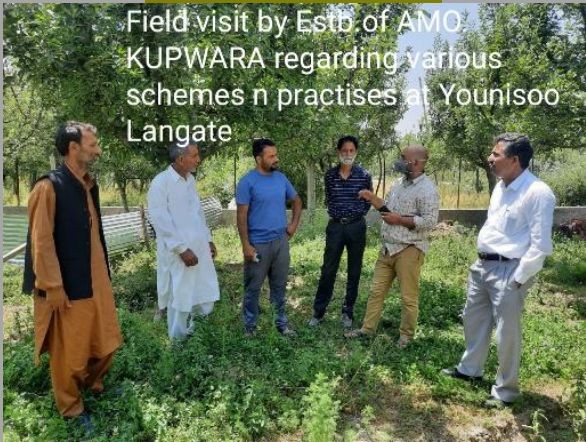
AMO BANDIPORE



Establishment of AMO office
Bandipora distributing Enam forms
amongst growers of the district.



AMO KUPWARA



AMO UDHAMPUR

Visited the farmers of Dharmathal



(Vishesh Mahajan , JKAS)

Director

Horticulture (P&M)