



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

DEPARTMENTAL ACTIVITIES

DAILY BULLETIN

03-06-2021

Departmental Marketing activity

As part of the plan devised by the Director Horticulture (P&M) to visit all the districts of Kashmir valley for dissemination of growing importance of e-NAM, latest grading & packing ideas and other departmental activities, AD (Marketing) and AD (G&P) today visited many areas of district Kupwara.





Deputy Director (Jammu)

Deputy Director Horticulture (J) visit to Fruit and Vegetable Satellite Market Kathua discussed some development issues and also heard the problems put forth by the President and traders of mandi.



AMO BARAMULA

Door to door in Rafiabab zone to apprise and rope in growers under e-NAM system



Cherry orchards at Kralweth kunzer and got inputs about Cherry crop and different marketing channels .



AMO JAMMU

Visit to Litchi orchard at Karan Bagh Sassari
alongwith AGMO Bishna and concerned HDO.



AGMO DODA

Visit to Pranoo : Interacted with the growers gave awareness about the departmental activities like e-NAM Direct marketing Grading n Packing etc



AGMO SAMBA

Visited orchard of Sh Madan Badyal r/o Sucheni Samba, scattered over approximately 90 kanals of land. It was advised to them to set up a multi processing unit under PMFME ODOP



2. Visited lemon orchard of Mr. Tulsi Dass Sharma in village Supwal Samba; As per orchardist, he has not been getting good value for Kumbh variety of lemon plants because of being less sour. It was advised him to replace the plants with Indian Gooseberry trees and Phalsa.



AGMO AKHNOOR

Visit to Barui regarding grading ,packaging and marketing of mango in forthcoming season. Growers have Desi as well as grafted varieties of mango viz Dusheri , chose, Amarpali etc.



AMO RAMBAN

Meeting held with fruit and vegetables farmers and Traders Association F&V market Batote regarding starting of activities in Mandi from 15 June .



(Vishesh Mahajan , JKAS)

Director

Horticulture (P&M)