



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

DEPARTMENTAL ACTIVITIES

DAILY BULLETIN

04-06-2021

Jablipora Mandi to be functional soon

Director Horticulture (P&M) visits Anantnag District



Director Horticulture (P&M) visited Anantnag district along with the officers of the department and the executive engineer of the engineering wing.

As for the past month, the Director has been touring districts and Fruit & vegetable mandis across the valley, and Jablipora Mandi Anantnag was another stop.

Tours have been undertaken to get the ground level feedback from the growers, farmers, traders and other related persons so that the department can further enhance its reach for the sake of being more beneficial to the community and be part of their success.

The initiatives have already been taken by the department with wide ranging tours of other officials as well, who impart the concepts of modern marketing techniques that can help get the growers/farmers better prices for their produce.

At F&V Market Jablipora , Director had detailed interaction with growers and traders about the ways and means of further improvements in the fruit packing, grading and trading so that more benefits are achieved for the community.



A number of issues raised by the association members and others were part of discussion also which included the allotment of shop

sites and functioning of Terminal Market Jablipora. They also asked for construction of brickwall, Drainage and Auction Phar 3 in Batingoo Mandi. Director Horticulture (P&M) assured the traders that all these demands would be met within a time period of three months.

Director Horticulture (P&M) met Dy. Commissioner Anantnag for the resolution of a long pending issue of the Demarcation of the land at F&V Market Jablipora . Dy. Commissioner assured him of taking up the matter on priority so that a proper demarcation of the land is conducted at the earliest.

As the cleanliness in and around the Mandi's should be a priority for all the stakeholders, the Director also raised the issue of cleanliness with Dy. Commissioner Anantnag of Fruit & vegetable Mandi Batingo. Dy. Commissioner assured to look into the issue and full cooperation from the administration

Among the major apprehensions of the growers/traders was regarding the reduction of land allotted to Mandi and the adaptation of transparent means for allotment of shop sites in the mandi so that nobody is aggrieved.

Addressing the concerns of the growers/traders and various associations, Director Horticulture (P&M) proposed that a re-verification of the already received application may be carried out.

Director during his interaction emphasized on the growers/traders to bring in constructive changes in accordance with the changing world around. He particularly spoke about the importance of e-NAM platform which provides a direct access to a grower with the buyer, resulting in the eradication of unnecessary role of middlemen.

The Director Horticulture (P&M) assured all those present that the department will undertake all efforts to make the Fruit and

Vegetable Market, Jablipora functional within the shortest possible time..

The Fruit Associations, Growers/traders thanked Director Horticulture (P&M) for his visit and for patiently listening to their demands .They also thanked him for the speedy disposal of some of them and hoped that other issues will be attended to by the department with zeal and commitment.



Virtual Meet

Director Horticulture (P&M) today had a virtual meet along with senior officials of the department and Carrier Transcold, a company in the refrigeration transportation. The topic of discussion was the cold chain opportunities in J&K.

The main thrust of the Director in the discussion was as to how the cold chain can be utilized to minimize the post harvest fruit loss and how we could bring it to the fields and orchards.

He also wanted to company to explore the ways and means of rendering the required support to our growers in transportation of fruit to different stations across the country.

The Director also emphasized its need in view of the difficulties faced by the growers and traders in case of the fragile fruits like cherry, strawberry and other varieties that need controlled temperature



IX,C Aarhan Mahajan



Sunil Singh AMO Doda



Joshua DSouza



Yogesh Sood



VINAY BAJPAI



Manzoor Ahmad Mir Dy. Dire...

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 Baramulla.





AMO DODA

Meeting with the District Development Commissioner Doda regarding ODOF schemes along with CAO & CHO Doda



AMO GANDERBAL

Meeting with allied departments for finalization of beneficiary list under PM FME scheme



AGMO KATHUA

Meeting at DC Office regarding ODOP cases..



AMO RAMBAN

Visited Patnitop area for establishment of protected cultivation of vegetables and retail outlet underground NHB schemes which will be become first model for district.



AMO KUPWARA

AMO Kupwara held meeting with
Fruit traders regarding e-NAM
at Fruit Mandi Bumhama Kupwara



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

