



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

# **DEPARTMENTAL ACTIVITIES**

## **DAILY BULLETIN**

**05-06-2021**

## Interaction with CA owners

Director Horticulture (P&M) met a group of CA store owners who called on him today. The meeting revolved around the importance of CA stores in the Fruit industry in the valley. CA store owners informed Director about the support they are providing to the industry and how that's changing the scenario. Director in the discussion asked for their inputs which the department would implement for the benefit of growers and traders .



# Departmental Marketing Campaign

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 Srinagar.





## Virtual Meet

A virtual training program was organised today for mangoes growers. Apart from a number of Mangoes growers from Jammu, Kathua, Samba, Rajouri and

Reasi districts, officers of the department also participated in the virtual training program. The key speakers were Prof Harun Naik Dean Research Food Technology Department IUST Awantipora, Prof Dalbir Singh Sogi Deptt of Food Science and Technology GNDU Amritsar, Prof Jagmohan Singh from SKUAST Jammu, Asstt Prof Draksha Majid Master Trainer for PMFME ODOP in J&K,

Dr. Neerja Sharma Senior Scientist KVK Samba. Main issues discussed included Mangoes processing and Mango byproducts like Aampapad, Nectar, Juice, Squashes, different types of drinks, candies, dried slices, powder etc.

Director Horticulture (P&M) query regarding use of preservatives was responded by the experts who said that no Food can be preserved without using permissible food grade quality preservatives.

Director in his message asked the officials of the department to remain in constant touch with field experts whose profound knowledge is an asset for us and our growers.





## AMO SAMBA

Meeting with local Management Committee Apni Mandi Tapyal Samba regarding pending issues



## AMO BARAMULLA

Interaction with growers



## AMO BUDGAM

Registration of grower for e-NAM at Aripathan  
Beerwah and Chadura







(Vishesh Mahajan , JKAS)

Director

Horticulture (P&M)