



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

DEPARTMENTAL ACTIVITIES

DAILY BULLETIN

07-06-2021

Director Horticulture (P&M) visits Ganderbal District



Director Horticulture (P&M) on Sunday paid an extensive visit to Ganderbal district where he reviewed the departmental activities and as well took the stock of operationalisation of the Zazna Mandi at the earliest.

After assuming the charge of Director Horticulture (P&M), he has been on the toes and is visiting every nook and corner of the valley to have first hand information about the issues confronted by growers and farmers.

At Ganderbal ,the Director had a detailed exchange of ideas with the local growers and traders about the their issues and the departmental support.

Some of the issues raised by the growers were attended to by the Director who announced that the possession letters for shopsites in the Zazna Mandi will be handed over very soon so that the mandi can be operationalised at the earliest. Earlier the allotted land was properly demarcated.

Director impressed upon the allottees to start the construction of the shopsites as early as possible and complete it within next three months.

During the interactions the growers brought up some facts which included that since the district was involved in a number of Horticulture products and in near future the Mandi space may definitely fall short of the requirements. Thus the growers requested that the state land adjacent to the mandi may be included into the present Mandi land so that a futuristic problem could be taken care of. The Director in this direction promised to take up the matter with higher ups at the earliest.

Director while speaking to the audience which consisted of members of Fruit Associations, members of only cooperative society, growers and traders , FPOs ,said that he was aware of the issues being faced by the community but assured them that the department is trying its utmost to ease their problems.

Director Horticulture (P&M) in his address asked them to pay more attention on the grading of their fruits .Since Fruit grading is an important process for growers which affects the fruit quality evaluation and its acceptability in the market.

On the issue of non availability of the electricity in the Mandi premises which is a basic necessity to operationalise it, The

Director asked the department Engineering wing to get in touch with the power development department and process for the same may be initiated so that the issue is resolved in next 15 days.

Director Horticulture (P&M) alongwith officers which included Deputy Directors, Assistant Directors, Executive Engineer and other officials visited the apple and cherry orchards where he impressed upon the growers to adopt new marketing tools that would ensure good returns for your produce.



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) Sunday visited many areas of district Bandipore.





PULWAMA



Meeting with CA store owners at PULWAMA

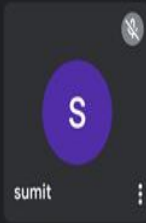
Meeting with members of C.A stores and prominent growers of Pulwama with regard to E.nam. They virtually agreed to trade on E nam and highly appreciated the facility of E.trading.



Virtual Meet

Today Virtual meet was held between Director Horticulture (P&M) and progressive farmers of fruit / vegetable , honey producers ,Guchhi and anardana farmer cum traders of district Ramban . Director directed that branding of these products be done on priority and same be put on display during startup Agriculture Marketing activities programme on 15th june at F&V mandi Batote. Director further asked the growers to explore the possibilities for cultivation.





AMO SAMBA

Visited "Desi" Mangoes orchards at Village Swankha in District Samba; Made them aware about Direct Marketing, Farm to Table concept, small economy packs in KIF bags.



AMO DODA

Attended the meeting with growers at Gulabgarh padder and gave awareness about the departmental activities like e-NAM Direct marketing Grading/ Packing



Attending meeting progressive growers at
sohal panchyat at Padder kishtwar



Attending meeting with the gallar growers at kishtwar



AMO BUDGAM

Field visits and registration of grower for e-NAM



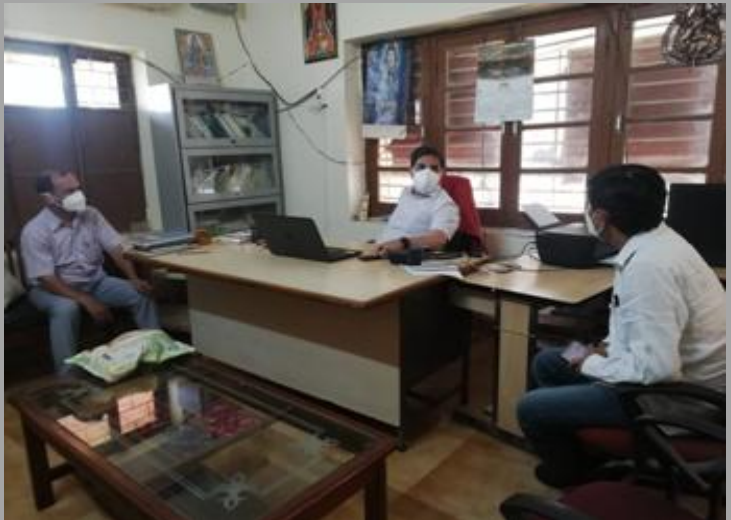


AGMO REASI

Visited the Mango orchard of a grower at Sira kotla panthal Reasi wherein other mango growers also met n imparted awareness about e-NAM



AGMO KATHUA



AMO JAMMU

Visited Hariman apple orchard at Ranjan alongwith JD and Dy Dir .ENam ,Odop and other marketing activities were discussed.



The president of Akhnoor mandi was called in connection with shifting of vegetable market trade activities to the fruit and vegetable market Akhnoor.



AGMO PATTAN



(Vishesh Mahajan , JKAS)

Director

Horticulture (P&M)