



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

DEPARTMENTAL ACTIVITIES

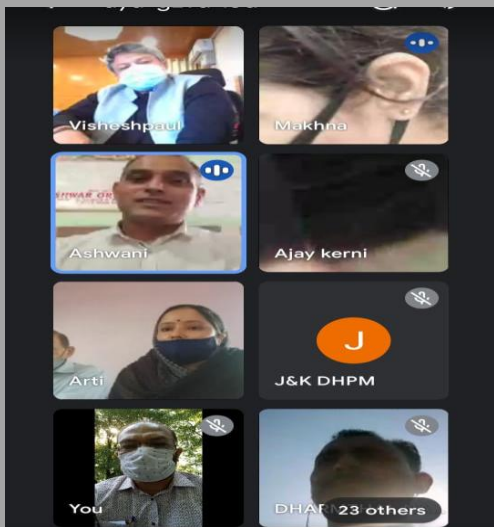
DAILY BULLETIN

09-06-2021

Virtual Meet

A virtual meeting of growers from Udhampur and Reasi was convened under the chairmanship of Director Horticulture (P&M). Many queries related to the marketing of their produce were raised by growers which were answered /clarified by Director.





AMO RAMBAN

Visit to Barthal village. Orchards have trees apple apricot plum Babgosa cherry. Advised to sell their apricots in gift packs instead of old wooden boxes



2.Meeting with farmers of ladwal panchayat
Gave awerness about grading and changing in
packing practices. Also gave awerness regarding
CS schemes of ODOP and NHB schemes



AGMO BISHNA

Attended to growers . e-NAM registration, and other developmental issues discussed.



AMO UDHAMPUR

Visited kissan mandi site Narsoo along with AE,JE. It will cost huge for leveling the site upto the road.,and water channel ie drainage passing middle of the site...



AMO BUDGAM

E nam registration at Hassipora village



Registration of grower for e-NAM at choon



AGMO REASI

Visited the Mango orchard and imparted awareness about e-NAM and other departmental schemes.



AMO ANANTNAG

Visited a vender at Chinniwudder Kanelwan, along side the road leading to Pahalgam tourist destination do his well established business of Apple jam, jelly, pickles and Chettaney,



AGMO SAMBA

Awareness camp at Panchayat Gaudwal. Farmers were made aware about latest grading, packaging, value addition techniques. Awareness about Farm to Table concept, Direct Marketing and E-NAM.



AMO BANDIPORE



Establishment of AMO office Bandipora registering growers for Enefs and making them aware about different departmental schemes.



Marekting Reach

AD Marketing ,AD G&P in village Arhama Shopian with progressive growers of the area



AMO SRINAGAR

Visit to orchard of Mr. Hamid in takenwari srinagar by staff of AMO Srinagar. It is an apple beautiful orchard spread over an area of around 50 kanals.



AMO BARAMULLA

GIVING GRADING TIPS TO GROWERS.



AMO DODA

interacted with the progressive orchardists cum vegetables



AGMO AKHNOOR

Visit to Litchi orchard located at Nud Akhnoor



(Vishesh Mahajan , JKAS)

Director

Horticulture (P&M)