



**GOVERNMENT OF JAMMU & KASHMIR
DIRECTORATE OF HORTICULTURE
PLANNING & MARKETING**



(SERVING TO EMPOWER THE GROWER)

**District-Wise
details of Activities
of the
Department of Horticulture
Planning & Marketing**



30-09-2021

DIRECTOR

Horticulture (Planning & Marketing) distributing first lot of Licences to the Allotees at Fruit and Vegetable Mandi parimpora. This lingering issue got resolved due to the magnanimous efforts of the Director







AREA MARKETING OFFICE REASI/UDHAMPUR

Area Marketing Officer Udhampur/Reasi alongwith AGMO & GMI interacting with PRIs and farmers at Pouni encouraging them to make Apni Mandi Puriah functional





Area Marketing Officer visiting SDAO Thathri to get the expected production details of Rajmash etc

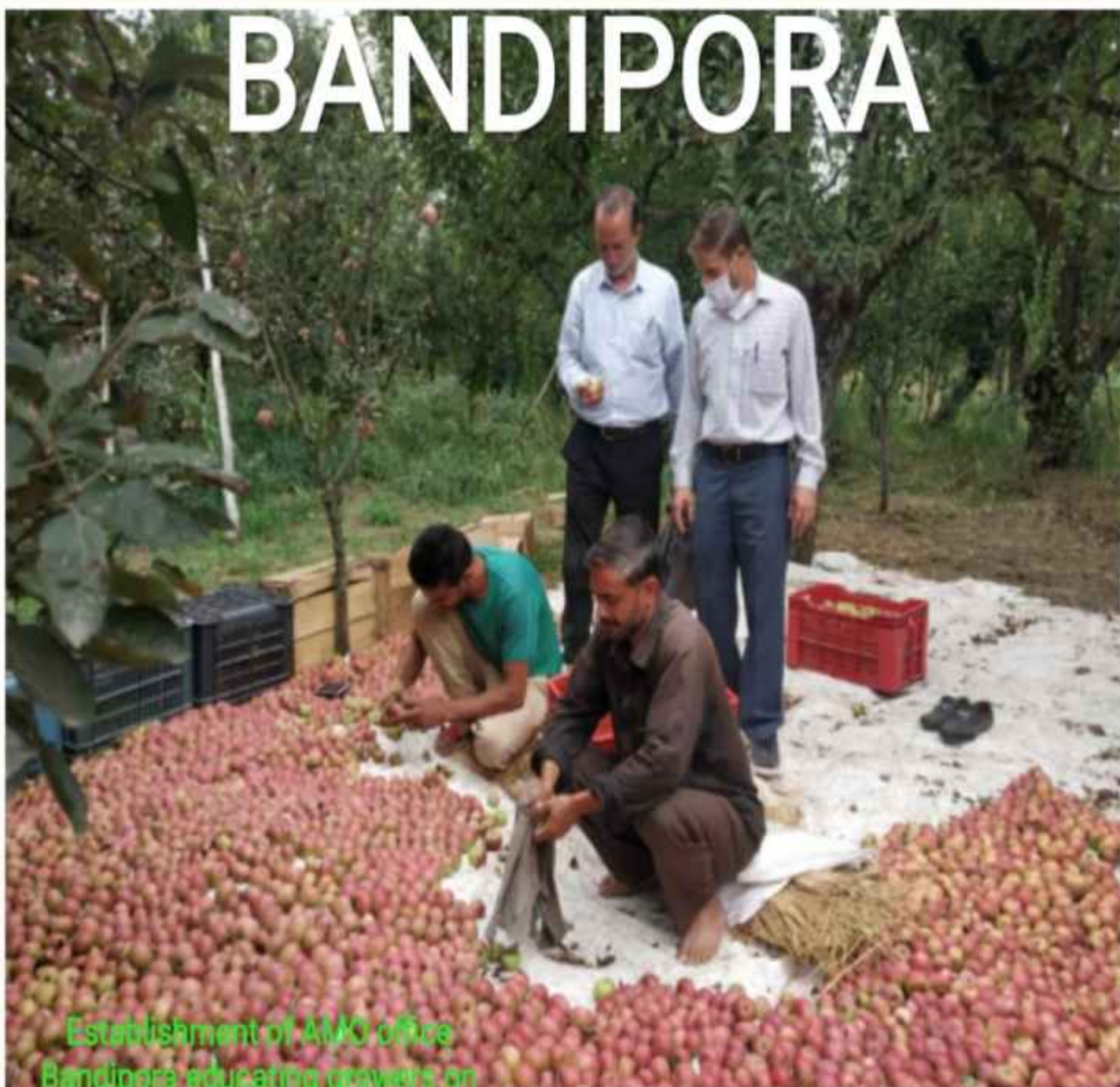


AREA MARKETING OFFICE GANDERBAL



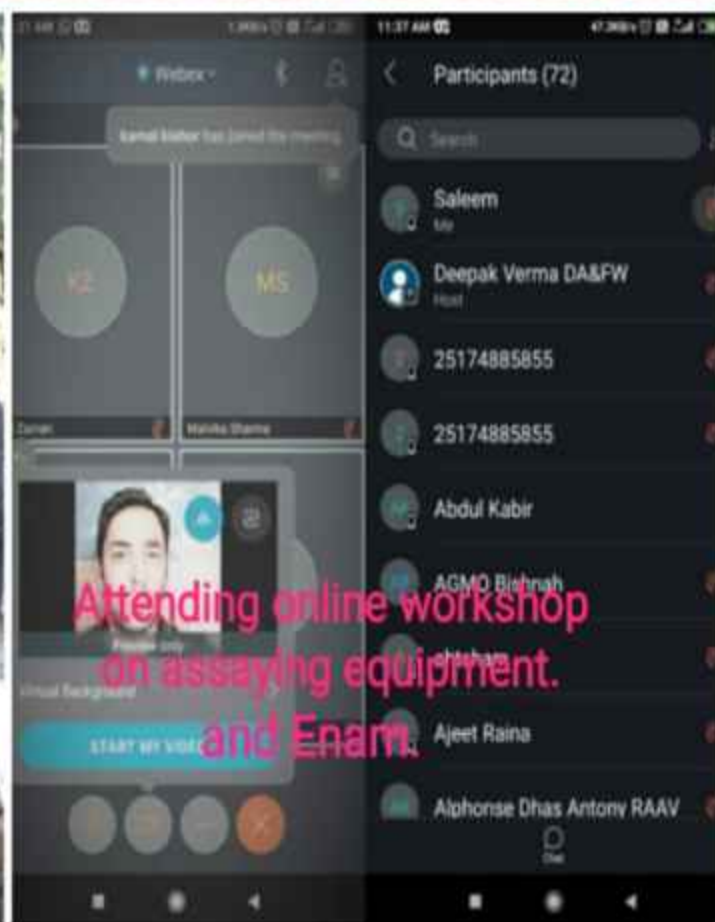
Glimpses of Interaction with growers / traders motivating them to go for genuine grading to fetch remunerative prices

BANDIPORA



Establishment of AMO office
Bandipora educating growers on

benefits of proper grading and
packing.

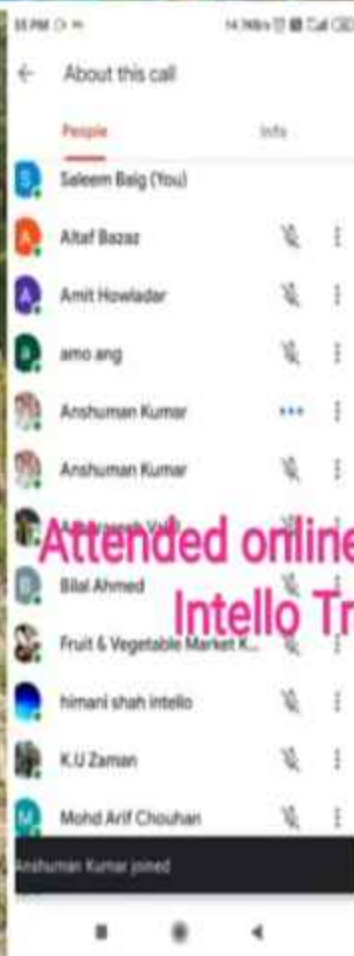


Attending online workshop
on assaying equipment
and Enam.

BANDIPORA



Establishment of AMO office
Bandipora educating growers on
various departmental guidelines
and GOI schemes.



Attended online workshop on
Intello Track App

AREA MARKETING OFFICE KUPWARA

Officials of AGMO Office Kupwara sealing shops of the Allottees who do not carry their trade in Fruit Mandi Kupwara



Area Marketing Officer Kupwara along with GMI on Wednesday conducted a meeting with Fruit traders of Fruit Mandi Kupwara with regard to functioning of the Mandi and other issues



AREA MARKETING OFFICE BUDGAM

A meeting with Fruit Growers & Traders was organized at F&V Market Zaloosa Chararisharief. Asstt. Director (G&P) Horticulture (P&M) participated in the meeting & deliberated on grading/packing and ODOP under PM-FME



AREA MARKETING OFFICE ANANTNAG

Field visit by AGMO Anantnag along with GMI to Panchayat Halqa Sirhama Block D. Pora regarding various schemes of the department and use of good packaging materials



AREA MARKETING OFFICE JAMMU

Area Marketing Officer Jammu with staff in DLC meeting chaired by ADC Jammu regarding PMFME-ODOP



Official of AGMO Office Akhnoor visited Office of the Block Veterinary Officer Balwal Jammu and discussed ODOP Scheme there and registration of the farmers etc



AREA MARKETING OFFICE KATHUA

AGMO Kathua visits an orchardist Mr. Dheeraj Sharma who is expected to grow 100 tonnes of strawberries in coming season



The Officer alongwith Sh. Jeevan Nath AGMO on Wednesday also visited CHO Kathua to have a brief introduction about the Horticulture Development Department and its schemes in Kathua district.



AREA MARKETING OFFICE SOPORE

On farm training session conducted by Staff of Sopore Office



AREA MARKETING OFFICE DODA

AMO establishment Doda attended Block Dewas at Tehsil Headquarter Doda



AREA MARKETING OFFICE RAMBAN

AGMO Batote giving awareness to Growers of Batote in a Camp organized at Govt Degree College Batote regarding organization of FPOs and Marketing linkage



AREA MARKETING OFFICE KULGAM

Second day of Exhibition in view of the visit of Hon'ble Central Minister of State Social Justice and Empowerment Govt of India Mr. Narayanaswamy at Chawalgham Guest house Kulgam



Area Marketing Officer Kulgam attending meeting with the Central Minister at Chawalgham Kulgam



VISHESH MAHAJAN
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(Planning & Marketing)
J & K Govt.