



**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**



16-10-2021

DIRECTOR

Horticulture (Planning & Marketing) was live with growers of the UT in RU BAROO Program of ZIRAT TIMES on Thursday listening and replying to their queries. The initiatives and measures taken by the Director for upliftment of the Horticulture Sector in general and marketing of Horticulture produce in particular were highly applauded and appreciated in the live Program



رو برو

زراعت شعبے اور زرعی اقتصادیات کے معاملات پر ماہر شخصیات سے خصوصی گفتگو



جناب وشیش مہاجن

ڈائریکٹر

ہارٹی کلچر منصوبہ بندی اور مارکیٹنگ محکمہ

جموں و کشمیر میں پھلوں کی مارکیٹنگ

کسانوں کے سوالات اور جوابات پر مبنی پروگرام



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1 h •



Ru Baroo with Vishesh Mahajan - Director J&K Horticulture Planning and Marketing Department.



MEHAMMAD SADIQ LONE - HOST

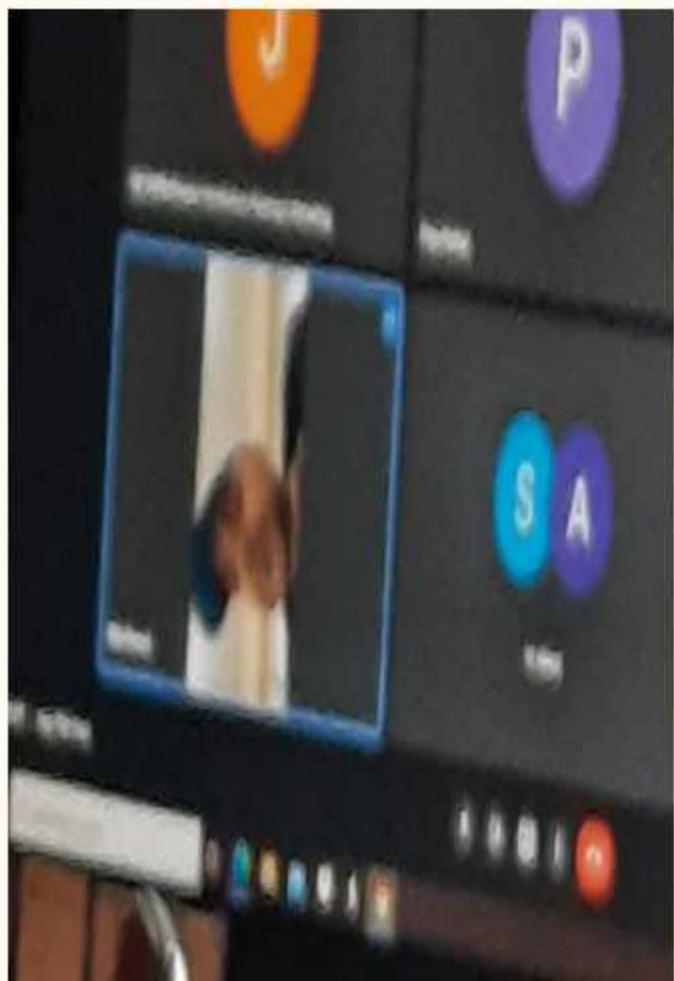


Vishesh Mahajan

Joint Director

Horticulture (Planning & Marketing) chairing a virtual review meeting along with other Officers of the Directorate with Area Marketing Officers across the Union Territory





AREA MARKETING OFFICE KULGAM

Intello Lab Experts on Thursday conducted live demonstration of on-line auctioning at Fruit Mandi Kulgam



Asstt. Director (G & P) and Experts from Intello Labs interacted with Business fraternity of Kulgam and discussed the importance of digital auctioning



AREA MARKETING OFFICE ANANTNAG

Field Official of AMO Office Anantnag, J E, Contractor and Revenue Officials demarcating contentious additional land at Mega Fruit Mandi Jablipora





AREA MARKETING OFFICE JAMMU

A M O Jammu AGMO Bishna visited Jammu Haat regarding providing of space for displaying/selling of products by the entrepreneurs registered under ODOP



AGMO Ahknoor visited dairy of Sh Tilak Raj of Ambaran and educated him about ODOP Scheme for milk processing



AREA MARKETING OFFICE UDHAMPUR/REASI

AGMO Reasi alongwith GMI village Akhli and interacted with women SHG and inspected the products like Masala Tikki, Dal Papad, Badiyan etc. The members of the group were educated about the quality production and other Scheme as well





AREA MARKETING OFFICE SOPORE/BARAMULLA

AMO Baramulla guiding Apple graders at Potkahah Sangrama Baramulla





AREA MARKETING OFFICE SRINAGAR

Representatives of Intello Labs in a meeting with traders/ growers of Fruit and Vegetable Market Parimpora Srinagar



AREA MARKETING OFFICE KUPWARA

Asstt. Director G & P along with team of Intello Labs visiting Handwara & Kupwara Fruit Mandies in connection with demonstration of Digital Quality Inspection and Grading Technology





A M O Kupwara, A D G&P along with team of Intello Labs Pvt Ltd in a meeting with Deputy Commissioner Kupwara



AREA MARKETING OFFICE SHOPIAN

Field staff AMO Shopian in F & V Mandi Aglar Shopian in connection with verification/identification of genuine License holders/traders



AMO Shopian along with AGMO in Mega Fruit Mandi Aglar Shopian to look into the complaints of illegal and unauthorised charges charged by Truck Association Shopian



AREA MARKETING OFFICE GANDERBAL



AREA MARKETING OFFICE DODA

Engineering Wing of the Department visit Kanderi Nallah Assar and Batote Mandi Doda in connection with the development works there





VISHESH MAHAJAN
(JKAS)
DIRECTOR
Department of Horticulture
(Planning & Marketing)
J & K Govt.