



**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**



05-10-2021

DIRECTOR

Horticulture (PLanning & Marketing) on Saturday had an extensive visit of Mega Fruit Mandi Aglar Shopian and the adjoining area, took stock of the developmental activities, interacted with Fruit Association, inaugurated Lavatory block, inspected food stalls in the Mandi, visited an orchard in Village Arhama Shopian interacted with traders/growers and stressed for quality grading and packaging and talked to the media persons as well







AREA MARKETING OFFICE SHOPIAN

Area Marketing Officer Shopian along with the field staff & growers/traders attended the demonstration given by Intello Labs in F&V Mandi Aglar Shopian



On the instructions of the DDC Shopian regarding Clean India Program in the District AMO Shopian along with field staff also participated in the cleanliness drive in F&V Aglar Shopian



AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara along with officials educating fruit Growers about Grading and Packing of fruit at village Magam Handwara



AREA MARKETING OFFICE DODA

Area Marketing Officer Doda on Monday attending Public Darbar at Udrana Bhaderwah under the Chairmanship of DDC member Sh Yudhir Singh





The Officer also had a meeting with progressive growers of Bhaderwah area in connection with departmental activities



AREA MARKETING OFFICE BANDIPORA



**Establishment of AMO office
Bandipora educating growers**

**regarding various departmental
guidelines and GOI schemes.**



BANDIPORA

AREA MARKETING OFFICE ANANTNAG

AGMO Qazigund alongwith team advising the local fruit retailers for fair trade practices



AREA MARKETING OFFICE JAMMU

Head MAC , Secy MAC along with smart City Officials and Vegetable Association discussing regarding the works to be undertaken in vegetable mandi



AGMO visited Barui area of Akhnoor and met progressive grower Sh khem Raj Sharma & educated him regarding departmental activities



Member secretary (MAC) along with AGMO and GMI conducting a drive to remove illegal Dhabas from F & V Market Narwal conducted by



The Officers/Officials also interact with Transport Agencies and President Fruit Association regarding pasting of stickers on ongoing apple trucks



GMI of AGMO Bishnah arranged a meeting of a trader with an orchardist Sh. Sham Singh of village Sikanderpur



AREA MARKETING OFFICE KATHUA

Area Marketing Officer Kathua attending a meeting in D C Office Kathua convened by CPO Kathua regarding visit of Ho'nble Minister of State for Agriculture GOI



AGMO (T) Kathua held an awareness camp for farmers/ growers and Self Help Group females (NRLM) educating stakeholders about various Schemes related to Crop Diversification, Market Diversification, Value Addition etc



Officer/Officials visited Rural Haat at Swankha Tehsil Vijaypur for arrangements of stall at Haat to be inaugurated by Union Minister



AREA MARKETING OFFICE RAJOURI

AGMO Poonch alongwith GMI visited Orchard of Gulam Hussain, a Walnut grower in village Arai and provided him marketing linkage for sale of his produce



AREA MARKETING OFFICE BUDGAM

GMI of AGMO Office Chadura held an on farm interaction with the growers of Village Hanjura



AREA MARKETING OFFICE PULWAMA
Intello Labs Experts demonstrating artificial intelligence techniques applied to fruits in Fruit Mandi Prichoo Pulwama



AREA MARKETING OFFICE REASI

AGMO Reasi along with GMI visited a vegetable grower Sh. Sansar Chand at Gran Morh/ Baryotran Reasi and discussed Departmental Programs with him



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