



**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**



**06-10-2021**



## JOINT DIRECTOR

Horticulture (P&M) alongwith Deputy Director Planning, Asstt. Director Marketing visited AMO Office Srinagar. The Officers gave special emphasis on trading on eNAM and also visited the Fruit Mandi Parimpora, C A Store and had an interaction with Kashmir Fruit and Vegetable Association









**Dy Director Jammu on Tuesday visited Kathua Mandi & Lakhanpur Toll Post  
The Officer was accompanied by AMO Kathua**





## AREA MARKETING OFFICE KATHUA

AMO Kathua and AGMO (T) Kathua held a meeting with farmers/ growers of Kharote Kathua in the office of SMS Kathua and discussed various Departmental Programs and CSS with them





## AREA MARKETING OFFICE KULGAM

A team of Intello Labs visited F & V Market Kulgam and demonstrated the Apple Analysis System by virtue of Artificial intelligence ( AI) to get the quality of Apple assessed





## AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara along with officials at village Ashpora Handwara educating growers about grading/packing and other Departmental Programs/Activities



## AREA MARKETING OFFICE DODA

Area Marketing Office Doda conducted an awareness camp in coordination with Agriculture Department at Beli area of district Doda in which number of fruit and vegetables growers apart from PRIs participated. The growers were educated about the different departmental schemes such as E-NAM, Farmers Market, ODOP etc







**The Officials on Tuesday visited Kendari Nallah Assar where upcoming work on Farmers Market is in Progress.**

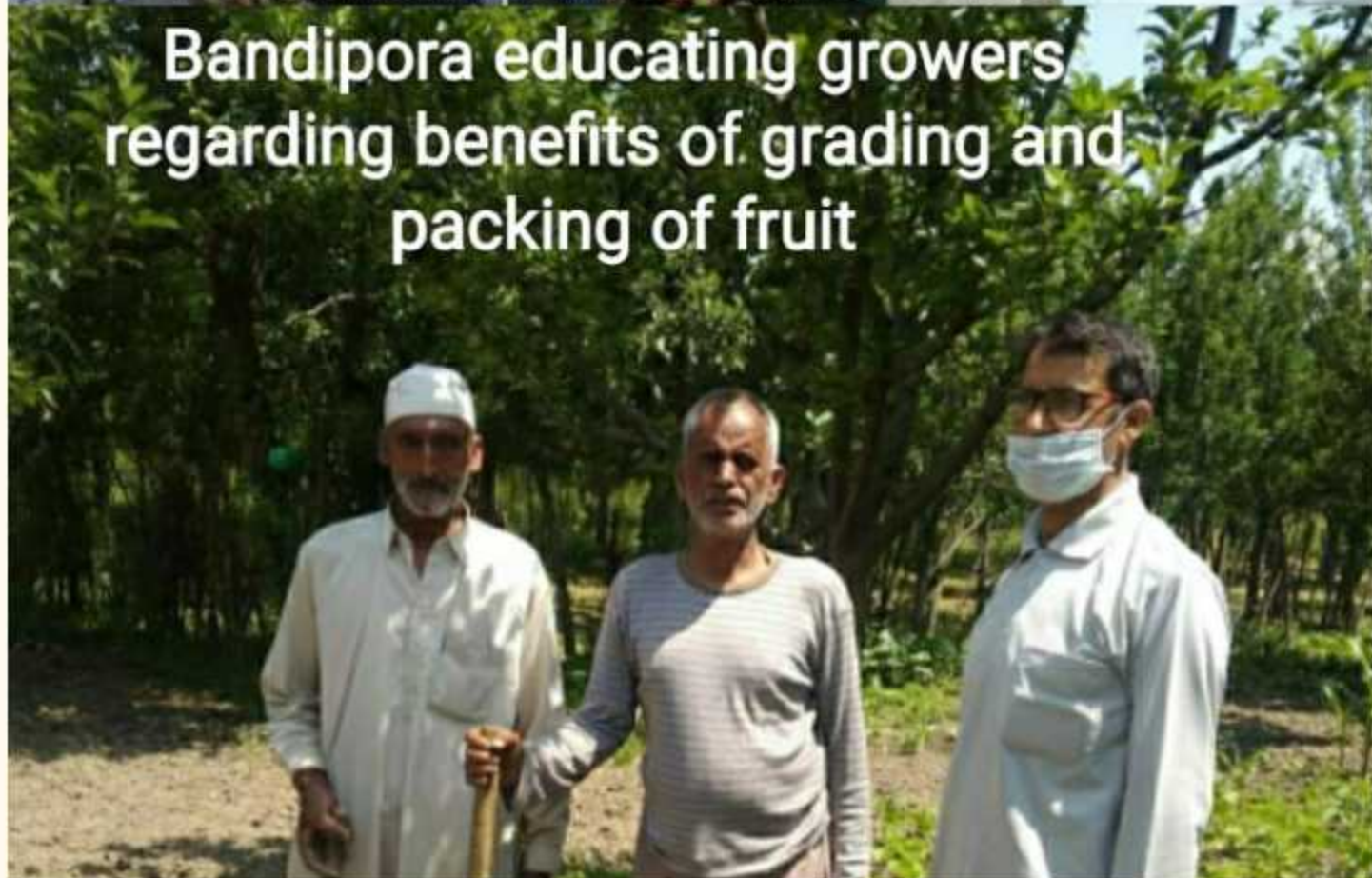




# BANDIPORA



Establishment of AMO office  
Bandipora educating growers  
regarding benefits of grading and  
packing of fruit





## AREA MARKETING OFFICE ANANTNAG

Representatives of Intello Labs visited F nd V Market Batengoo Anantnag & demonstrated how their Mobile App is used to detect the Quality of Apple







### **AREA MARKETING OFFICE JAMMU**

**AGMO Samba visited Ghagwal area of Samba & met with Rural woman processor in connection with display of her products at Departmental Stalls to be exhibited in district samba in view of the visit of Hon'ble Union Minister**





**Drive continues to close unauthorised Dhabas/Shops running in the Narwal Mandi premises**





## AREA MARKETING OFFICE BARAMULLA/SOPORE

Officials of the AMO Baramulla interacting with transporterS at Pattan regarding the out flow of fruit trucks and pasting of sticker on the trucks



The officials also had a meeting with Joint Director Planning and CHO Baramulla at D C Office BARAMULLA regarding ODOP cases





## AREA MARKETING OFFICE BUDGAM

GMI's of AGMO Office Chadura along with orderly held an on -farm interaction with the growers of Village Sogam, Zone Chadura wherein the growers were provided information about NHB ,ODOP Schemes, e NAM registration and other Departmental Activities





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