



**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**



09-11-2021

DIRECTOR

Horticulture Planning & Marketing visited today Fruit Mandi Kathua and Area Marketing Office Kathua



DIRECTOR

Horticulture Planning & Marketing on Moday also had an online interaction with RNA Media Private Ltd. and deliberated upon Departmental Programs/Initiatives/Schemes etc with the Host



AREA MARKETING OFFICE ANANTNAG

Area Marketing Officer Anantnag along with Officers/Officials in Fruit Mandi Jablipora where traders to whom the auction spaces have been allotted have started trading on the Auction Platforms. Dy. Director (K) also visited the Mandi today





AREA MARKETING OFFICE DODA

Area Marketing Officer Doda visited Paryoute Mandi along with AEE regarding proposal for extension of Auction Platforms



AREA MARKETING OFFICE PULWAMA

AMO & AGMO Pulwama in a review meeting with Nodal Officer (CHO) Pulwama regarding virtual meeting with the Divisional Commissioner



Awareness among traders/growers regarding digital grading of apple through Intello Track App at Fruit Mandi Prichoo Pulwama



AREA MARKETING OFFICE KUPWARA

AMO Kupwara along with officials & Block Programme Manager NRLM Handwara visited MUSHROOM Unit at Village Bakhiakhar Handwara and discussed various issues and extended support for its branding and marketing



AREA MARKETING OFFICE KULGAM

Fire Extinguishers being installed in Fruit Mandi Kulgam



A M O Kulgam facilitating the Intello team to get all the details like Aadhaar, Pan Card, E-mail and sales statements so that transition from manual to digital trade is made operational quickly at F&V market Kulgam



AREA MARKETING OFFICE SHOPIAN

AMO along with AGMO in a meeting with Fruit Association Shopian to discuss the recent episode of dismantling/demolition of concrete block



AREA MARKETING OFFICE UDHAMPUR/REASI

AGMO Reasi with GMI interacting with farmers of Mari encouraging them to establish processing units under ODOP and also insisted to go for inter-cropping, high density varieties of fruits





AREA MARKETING OFFICE JAMMU

Tea vendors and Dhabawalas being shifted from the Vegetable Mandi Jammu



The Officers/Officials also had a meeting with the traders and Kashmiri growers regarding the e-Nam trade



AGMO Samba convened a meeting with progressive growers of strawberries from district Samba with regard to Post Harvest Management of the crop



BANDIPORA



Establishment of AMO office
Bandipora briefing growers about

the benefits of proper grading and
packing of fruit.



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J & K Govt.