



**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**



**18-11-2021**

## AREA MARKETING OFFICE KATHUA

**AGMO Kathua alongwith M I conducted an awareness camp for farmers/ growers and NRLM SHG females at Panchayat Ghar Bani. Apart from DDC Bani Smt Reeta Thakur, Sarpanch Pyt Bhandar, AEO Surinder Kumar, Manager J&K Bank Narsing, BPM NRLM Bani, Veterinary Asstt Surgeon, Officials of Horticulture and other departments also participated in the camp. Large number of NRLM SHG females & few orchardists present there, were apprised of Ultra density apple trees, Value Addition, Processing, Branding, Marketing, Pickles making, Apple Jam, Murabba, Chips, PMFME and Mini Food Processing Centre under MIDH**





**The Officers/Officials also conducted a similar awareness camp for farmers/ growers at Panchayat Ghar Duggan. Apart from Sarpanch, AEO Surinder Kumar, Manager J&K Bank Narsing, BPM NRLM Bani, Officials of Horticulture and other departments also participated in the camp. Large number of farmers/ orchardists, present there, were apprised of Ultra density apple trees, Value Addition, Grading, Packaging, Processing, Branding, Marketing, Pickles of local delicacies like Kasrorr, Sungal, Apple Jam, Murabba, production of Barley, PMFME and Mini Food Processing Centre under MIDH**





**AGMO (T) Kathua & M I Kathua accompany Smt. Reeta Thakur, DDC Member from Bani to Apni Mandi Sartheli Bani. She emphasised for early completion of pending works so that the Mandi is made functional**



**AMO Kathua attended a review meeting convened by Dy. Commissioner KATHUA regarding various initiatives of the Govt**



**DEPARTMENTALS STALLS**  
during on-going  
**INTERNATIONAL TRADE FAIR 2021 at PRAGATI MAIDAN NEW DELHI**  
on 4th day today witnessing huge response from the visitors





**Farmers/SGH members from Nashili Kathua were facilitated entry/participation in ITF at Pragati Maidan Delhi**



**AMO Delhi advising the participants to make maximum contacts (explore alternate marketing channels) for promotion & sale of the produce from U T**





As desired by the Director Horticulture (P&M) Ambchur & Sesame has been displayed at IITF DELHI by SHG of NRLM Basholi Kathua with the help of AMO Delhi & GMI on duty



## AREA MARKETING OFFICE KUPWARA

Area Marketing Officer along with Marketing Inspector educating fruit growers about Grading Packing and Marketing of Apple Produce at village Chogal Handwara



## AREA MARKETING OFFICE KULGAM

AMO Kulgam attending a meeting at D C Office Kulgam in connection with celebration of upcoming Ahrabal Festival and lateral had a discussion with the fruit traders for making the event successful





### **AREA MARKETING OFFICE BARAMULLA**

**AMO Baramulla conducted a meeting with President Fruit Mandi Baramulla & Charisharif and other Association members regarding various issues**



**AGMO Baramulla demarcating the shopsites in F & V Market Baramulla**



**AREA MARKETING OFFICE JAMMU**

**AGMO Akhnoor visited Amla and Citrus orchard of a progressive grower at Bhambarwan Akhnoor along with GMIs & educated him regarding value addition etc**



## AREA MARKETING OFFICE UDHAMPUR

**Announcement being made in Udhampur Mandi requesting the Allottees to shift their trade to the allotted sites from unauthorised places**



**Boundaries being marked for specific trading activities in Fruit Mandi Udhampur so as to streamline the functioning of the Mandi**



**Managing Director Horticultural Produce Marketing Corporation visited Narsoo Kissan Mandi where AMO Udhampur briefed the Officer developmental project**



**AGMO Reasi with GMI visited Armas and interacted with Farmers and PRIs of Arnas-Kanthan panchayat imparting education about ODOP Scheme, e-NAN, value addition advantages and product presentation etc**





### **AREA MARKETING OFFICE DODA**

**AMO Doda along with GMI conducted an awareness camp in co-ordination with Agriculture Department Doda where AMO deliberated on Departmental Schemes such as e-NAM, ODOP , Direct Marketing etc**







**The Officers/Officials also attended Block Diwas at Tehsil HQ Doda organized by District Administration Doda**





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



**Establishment of AMO Office Bandipora also conducted an on-field awareness camp for farmers/ growers at Asham Bandipora. Officers from line departments including Horticulture Development Officer Sumbal, Sub Divisional Officer(Agriculture)-Sumbal and Subject Matter Specialist Bandipora participated in the event and enlightened the growers on various departmental schemes and initiatives**





## AREA MARKETING OFFICE RAJOURI

Agmo Poonch alongwith GMI visited a leading walnut traders/gowers who were advised to replace gunny bags with cardboard cartons for better presentation of their produce



The Officers/Officials also visited the Mushroom Unit of Sh. Kartik Sharma and the Entrepreneur was provided awareness about better packaging of his produce for getting remunerative price



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