



**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**



22-11-2021

DIRECTOR

Horticulture Planning & Marketing along with Dy. Director (Central) visited Fruit and Vegetable Market Parimpora and had a meeting with Fruit Association Parimpora. Director also took stock of the ongoing construction work of the C A Store and assured all possible support from the Department in streamlining the finance facility for the same. The Association was very thankful and expressed their gratitude to the Director.





DEPARTMENTALS STALLS
during on-going
INTERNATIONAL TRADE FAIR 2021 at PRAGATI MAIDAN NEW DELHI
witnessing overwhelming response from the visitors





AREA MARKETING OFFICE KUPWARA

Intello Labs Pvt Limited team in a meeting with Area Marketing Officer Kupwara for quality assessment of Apple using A I and the team gave a demonstration of quality assessment of Apple using Intello Track App at Fruit Mandi Handwara



AREA MARKETING OFFICE DODA

Area Marketing Officer visited Kanderi Nalla Assar Doda along with Ex. M L C Sh Sham Lal Bhagat to take stock of the ongoing construction work of Farmers' Market



AREA MARKETING OFFICE UDHAMPUR/REASI

AGMO Reasi & GMI attended an Art and Craft Camp organised by JKRLM Pouni at Panchayat Saloon Pouni Tehsil. The SHG members have been imparted awareness regarding value addition for agri products and marketing linkages as well. J K Bank Manager Pouni Shri A. P. Singh Tara was also present besides Incharge Officer JKRLM Pouni.



The Officers/Officials also approached the Growers/Traders of Apni Mandi Puria and insisted the stakeholders, PRIs to make the Mandi functional.



AREA MARKETING OFFICE KATHUA

Area Marketing Officer and AGMO Kathua meeting Tehsildar & BDO at Billawar regarding IEC Programme as per the directions of Dy. Commissioner Kathua



AREA MARKETING OFFICE JAMMU

Official of AGMO Office Akhnoor visited orchard of Sh Harbans Lal Choudhary at Purkhoo and provided him linkage for the marketing of Amla and Dragon fruits



Marketing Inspector of AGMO Office Samba visited the Citrus (Lemon) orchard of Sh. Kuldeep Raj at Village Rajpura and educated him about benefits of proper grading, attractive packing for efficient marketing of the produce



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