



**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**



24-11-2021

DIRECTOR

Horticulture Planning & Marketing accompanying Principal Secretary Agriculture Production & Farmers' Welfare J & Govt. Shri Naveen Choudhary Ji to Agriculture Complex Lal Mandi Srinagar where apart from other functions a meeting was conducted with executives of LULU Group International- A major player in the economic scenario of the Middle East with its Retail Stores in India, UAE, Saudi Arabia, Bahrain, Kuwait, Oman, Egypt, Malaysia etc.





ASSISTANT DIRECTOR

Marketing attended an awareness camp at Treva Arnia where Sarpanch Treva Balbir kour, Chief Animal Husbandry Officer, Dy. Registrar Cooperatives, V.P. Intello Labs and prominent farmers were present. The farmers present were educated about different Departmental Schemes and other Programs





DEPARTMENTALS STALLS
during on-going
INTERNATIONAL TRADE FAIR 2021 at PRAGATI MAIDAN NEW DELHI
continue to witness great response from the visitors





AREA MARKETING OFFICE KULGAM

AMO Establishment Kulgam participated in Aharabal Festival and established a Fruit Stall at the Venue where Intello Lab team was also invited to display Apple analyses and digital trading techniques. DDC Kulgam and Director Tourism while on visit to the festival appreciated the efforts of the establishment







AREA MARKETING OFFICE BARAMULLA/SOPORE

Demarcation of shopsites underway at Fruit Mandi Baramulla



AMO Sopore/Baramulla alongwith marketing squad visited Healthy Food Processing Unit in connection with ODOP Program



The Officers/Officials also had a meeting with an ODOP aspirant at Warpora Sopore



AREA MARKETING OFFICE UDHAMPUR/REASI

AMO establishment Udhampur conducted a meeting with field staff regarding functioning of mandies in Udhampur and Reasi and instructions were issued to make all mandies operational and vibrant. Progress of ODOP cases was also reviewed in presence of applicants



BANDIPORA



Establishment of AMO office
Bandipora educating growers
regarding and packing.

AREA MARKETING OFFICE RAMBAN

Covid testing and vaccination drive was undertaken today at Fruit Mandi Batote



AREA MARKETING OFFICE JAMMU

AMO establishment Jammu interacted with the farmers / dairy owners at KVK R S Pura in connection with ODOP Scheme, grading branding and other Departmental Activities



Growers/Farmers of R S Pura Zone were also educated for adopting ODOP Scheme/Agricultural Infrastructure Fund Scheme, cultivation of organic/exotic vegetables for better returns



AGMO Samba in collaboration with KVK Samba organised a hand-on training program regarding Kalari Making and awareness programme on "Opportunities available in Food Processing and Value Addition" for SHG members of NRLM Cluster Ghagwal . Participants were also educated about PM-FME Scheme



VISHESH MAHAJAN
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J & K Govt.