



**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**



17-12-2021

Deputy Director (J)

Along with Asstt. Director (G & P) convened a meeting with the representatives of Intello Labs ar Direction Office Jammu regarding marketing of Strawberry



AREA MARKETING OFFICE KULGAM

Area Marketing Officer Kulgam along with staff conducted an awareness camp at F & V Market Kulgam and made the traders, growers and buyers understand how digital trading through Praman can transform their trading pattern with realisation of good returns. Further the participants were also educated about on-line trading on HFN APP and opening of HFN Kissan Centres at various locations of the UT





AREA MARKETING OFFICE UDHAMPUR/REASI

AGMO Reasi & GMI participated in an awareness camp sponsored by NABARD and organised by JKRLM Reasi at village Malaid Panchayat Saloon. The SHG members were imparted the value addition techniques of agri produce and awareness of other CSS Schemes as well





AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara alongwith staff educating Fruit Growers about Grading Packing and Marketing of Apple Produce at Langate Handwara



Refabrication of roof extension of truss of Auction Platform in Fruit Market Kupwara under completion



AREA MARKETING OFFICE BUDGAM

GMI of AGMO Office Chadura along with orderly held an on-spot inspection of Jam Factory located at Nagam Chadoora Road to check the feasibility of the said spot for the establishment of Fruit and Vegetable Mandi



AREA MARKETING OFFICE DODA/RAMBAN

An awareness camp was organised by AMO Offices Doda & Ramban at Malothi Bhaderwah in which apart from staff Sarpanch Smt Vinekha Rani, a progressive flower grower and member Kisaan Advisory Board Sh. Hind Bushan, a progressive farmer Tariq Bhat and other farmers of Malothi and Panjgrai of Bhalla block participated. The farmers were given awareness about pre and post harvest schemes of Horticulture, Animal Husbandry and Poultry to increase their income



W A P P Y D A Y S



REMBERS 24 2020

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