



**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**



20-12-2021

DIRECTOR

Horticulture Planning & Marketing on evening inspection/tour to Fruit Mandi Narwal ensuring that Mandi functions as per the pre-devised mechanism during off hours as well and no unauthorised activity is carried out



Deputy Director Kashmir

took a review meeting of issues pertaining to various Mandies of the Kashmir Division in which Officers/Officials of Area Marketing Offices of Srinagar, Budgam and Anantnag were present



AREA MARKETING OFFICE BANDIPORA

AMO establishment Bandipora conducted an awareness camp for farmers/ growers at Ajas Bandipora. The growers were given awareness with regard to different departmental initiatives and guidelines besides various GOI schemes. This program was focused particularly to reach out to ST population of Bandipora most of whom deal with production/marketing of cherry, pear and plum fruits. Officers from line Departments including Veterinary Assistant Surgeon (Animal Husbandry Department), Horticulture Development Officer Sumbal (Horticulture Production Department) and Sub Divisional Officer-Sumbal (Agriculture Production Department) participated in the event and enlightened the growers on various departmental schemes and initiatives. The PRI members which included Sarpanch and Dy-Sarpanch of the area were also present in the camp who raised certain issues that they are facing in the area with regard to different Departments







AREA MARKETING OFFICE JAMMU

AGMO Bishnah organised a One Day Awareness Program on PMFME and Departmental Activities/schemes at Vill. Changhiya Block-Arnia, district-Jammu. Sarpanch Panchayat-Changhiya, JAEO Arnia, Manager J&K Grameen Bank Arnia also participated in the event and shared their role / contribution / schemes for the welfare of Farmers' Community. The participants/ growers were eager to avail the benefits of the scheme.





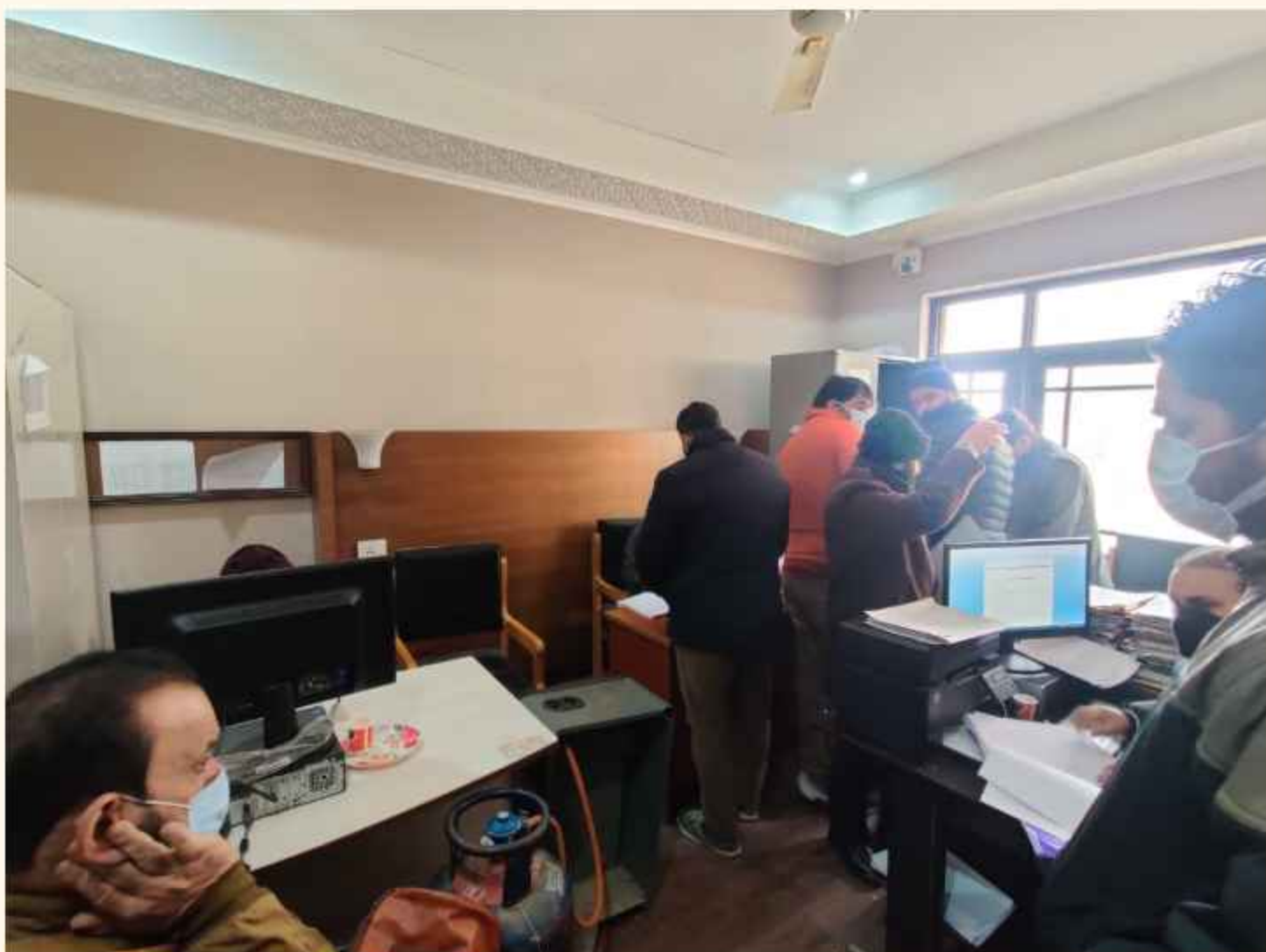
AGMO Samba visited private market at Baribrahmana took stock of its working and asses the local arrivals/rates of fruits n vegetables specially mushroom





AREA MARKETING OFFICE SRINAGAR

Officials of AMO Office Sgr visited Tehsil Office Central Srinagar regarding demarcation report of F&V Market Parimpira



AREA MARKETING OFFICE SHOPIAN

AGMO Shopian along with field staff and DRP PMFME today visited Mr. Adnan Ali Khan at village Pinjura Shopian who has been motivated for establishing a processing unit under PMFME scheme.



honor 10



AREA MARKETING OFFICE UDHAMPUR/REASI

Officials of AGMO Office Akhnoor conducted an awareness programme at Vegetable grown belt Marh. Sarpanch, PRIs and officials from the Agriculture Department and growers of the area participated in the awareness camp. Growers were advised to grow exotic vegetables for maximum returns from minimum area, PMFME Scheme, benefits of packing and grading, direct marketing was also discussed in the awareness camp





AGMO Reasi interacted with a farmer of Derababa seeking information regarding departmental schemes and accordingly guided to opt ODOP Scheme



AREA MARKETING OFFICE DODA/RAMBAN

AMO Office Doda & Ramban organised an awareness camp at Panchayat Panthan Thathri and educated the participants about the Departmental activities like grading, packing eNam etc. Sarpanch Sh Suram Chand and other PRIs were present



The Officers in the evening on Saturday had a Chopal meeting with Mohinder Singh SCA Badarwah and discussed the problem being faced by the farmers of sub Division



The Officer also interacted with the Sarpanch of Bhella block of Chirala Doda and others and discussed the departmental activities



Farm to table direct marketing at block Chirala Doda





The Officers conducting evening Choupal at Mohalla Area of Doda



AREA MARKETING OFFICE KATHUA

An awareness camp for farmers and rural womenfolk was organised at Panchayat Ghar Amaala Barnotti by the Area Marketing Office Kathua; Apart from Sarpanch Amala, Area Marketing Officer Kathua, AGMO Kathua, MI Kathua, Manager J&K Bank Chhan Rorian, Panchs, officials of Horticulture, Agriculture and NRLM participated in the awareness camp. A good number of local farmers and NRLM SHG members were present on the occasion.

NRLM SHG members were asked to prepare pickles, Amchur and Ampapad since the area has Desi mangoes trees in abundance. NRLM SHG were also asked to grow mushrooms for commercial use, in order to enhance their income. Establishment of Masala Units under PMFME ODOP and Mini Food Processing Units under MIDH were also discussed in the awareness camp. The Sarpanch Amala expressed his gratitude towards the Department of Horticulture Planning and Marketing for organizing such informative programs for rural folks





AREA MARKETING OFFICE BUDGAM
Officials of AMO Office Budgam at DC Office in connection with for removal of walnut trees from in Fruit Mandi Kremshore



AREA MARKETING OFFICE KUPWARA
Area Marketing Officer Kupwara along with officials educating Fruit Growers about PMFME ODOP Scheme and benefits of proper Grading and Packing of Apple Produce at Fruit Mandi Handwara



Area Marketing Officer Kupwara along with officials also educating Fruit Traders about usage and benefits of Intello App at Fruit Mandi Handwara



AREA MARKETING OFFICE PULWAMA

AMO Pulwa along with staff visited the HD Nursery at Prichal Pulwama along where various varieties are ready for sale



AMO Pulwama along with AGMO and MI also visited village Drabgam where apple growers were instructed to use well decomposed organic manure and go for soil testing for better produce



AREA MARKETING OFFICE BARAMULLA

AMO Sopore at Healthy Foods Processing Unit conveying them to participate in upcoming Lori Festival at Delhi Kisaan Ghar to be conducted by Directorate of Horticulture Planning and Marketing



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