



**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**



**27-12-2021**

**Dy. Director ( J )**

**alongwith Area Marketing Officer Jammu, Asstt. Director (Marketing) and Asstt. Director (G&P) organised a meeting of Strawberry Growers/Traders of Jammu (offline), Kashmir and Traders outside J & K (online) wherein the marketing channels for sale of Strawberry were discussed threadbear**





## AREA MARKETING OFFICE KATHUA

AGMO Kathua an awareness camp for Self Help Group Members of Anmol Shakti Farmer Producer Company Ltd. The FPO buys Oyster Mushroom from its members and sells it after drying and grinding. The members were also motivated to prepare Curry Leaves powder, Moringa powder, and Amchur. Head of the FPO agreed to submit papers for availing benefit under PMFME ODOP Scheme to enhance operations of the FPO





**AREA MARKETING OFFICE ANANTNAG**

**AMO & AGMO Anantnag on Friday visited F & V Terminal Market Jablipora to review the ongoing construction work. The contractors were also stressed to speed up the work**



## AREA MARKETING OFFICE KULGAM

The efforts of Area Marketing Officer Kulgam and the staff to bring the Fruit Trade in Kulgam Mandi/District on Digital Platform have been appreciated by the SKOCH GROUP and the Project has been shortlisted for SKOCH Appraisals/Awards during 78th SKOCH SUMMIT to be conducted on January 6, 2022

HUGE APPLAUSE FOR AMO ESTABLISHMENT KULGAM

#SKOCHSummit | #SKOCHAward | @SkochGroup



# STATE OF GOVERNANCE

6<sup>th</sup> JANUARY 2022



1330-1430

## SKOCH ORDER-OF-MERIT

SN	ORGANISATION	PROJECT NAME
1	Animal Husbandry Department, Government of Andhra Pradesh	Pasu Samrakshak
2	Assam State Transport Corporation	ASTC Service Offering for PSU
3	Atal Indore City Transport Services Limited (AICTSL)	Green Mobility Initiative
4	Bhubaneswar Smart City Limited	Bhubaneswar.Me (Unified City Portal)
5	Bhubaneswar Smart City Limited	Building Plan Approval System
6	Chennai Smart City Limited (CSCL)	Redesign of North & South Usman Road and 14 Feeder Roads to Pedestrian Plaza
7	Civil Hospital Yamuna Nagar, Haryana	COVID-19 Management and its Preparation
8	Delhi Electricity Regulatory Commission	Ensuring Quality, Accessibility & Availability (24x7) of Power at Affordable Price & Focusing Sustainable Environment
9	Department of Elementary Education, Government of Himachal Pradesh	Padhana Likhana Abhiyan
10	Department of Fisheries, Government of Andhra Pradesh	Domestic Marketing
11	Department of Fisheries, Government of Andhra Pradesh	Aqua E-Crop
12	Department of Fisheries, Government of Andhra Pradesh	Matsya Saagu Badi
13	Department of Food, Civil Supplies & Consumer Affairs, Government of Jammu & Kashmir	End-to-End Computerization
14	Sirmaur District Police, Government of Himachal Pradesh	DAD (Drive Against Illicit Drugs)
15	Department of Tourism & Civil Aviation, Government of Himachal Pradesh	Tourism e-Services
16	Department of Transport, Government of Goa	Online Issuance of Permits
17	Department of Transport, Government of Goa	Forest Safety System
18	Directorate of Horticulture Planning and Marketing, Government of Jammu and Kashmir	On-line Trading of Fruits and Vegetables
19	Department of Women Empowerment, Government of Himachal Pradesh	Empowering Women Entrepreneurship Platform on E-Commerce Portal
20	Directorate of Urban Development, Government of Himachal Pradesh	Formalizing Informal Sanitation Workers through the City Livelihood Centre - Nahan
21	Directorate of Urban Development, Government of Himachal Pradesh	Mukhya Mantri Shahri Aajeevika Guarantee Yojna (MMSAGY)
22	EIC(Electricity)-cum-PCEI, Department of Energy, Government of Odisha	Electrical Statutory Digital Services
23	Fisheries & Animal Resources Development Department, Government of Odisha	Decision Support System
24	Forensic Science Laboratory	Forensic Services in Delhi

## AREA MARKETING OFFICE DODA



AMO establishment Doda held a public hearing and redressal event at Doda on the last day of Good Governance week



AMO establishment Doda pursuing ODOP cases at j&k Bank branch Doda for approval of loan to applicant.



**Kishtwari Saffron, Rajmash & Black Zera displayed during Real Estate Summit at Circuit House Jammu**



**AREA MARKETING OFFICE SRINAGAR**

**AMO Srinagar in a meeting with Parimpora Mandi Traders in connection with the NAM**



## AREA MARKETING OFFICE SHOPIAN

AGMO Shopian along with GMI and DRP PMFME today visited two Food Processing Units located in IE Gagren Shopian who's cases have been taken up by the Office for upgradation under PMFME scheme





## AREA MARKETING OFFICE BUDGAM

Basic Structure for mini Administrative Block at Kremshore Mandi Budgam under completion



## AREA MARKETING OFFICE SOPORE

Officials of AMO Office Shopian checking grading/packing in Fruit Mandi Sopore



**AMO Baramulla visits ACR Baramulla regarding mutation of Mandi Land**



**AREA MARKETING OFFICE UDHAMPUR/REASI**

**AGMO REasi met District Agriculture Officer Reasi regarding production data and list of progressive vegetables and spices growers**



## AREA MARKETING OFFICE KUPWARA

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



## AREA MARKETING OFFICE RAJOURI

AGMO Poonch alongwith GMI instructing traders of wholesale F&V market Bus Stand Poonch to shift their trade to newly developed F & V Mandi Kankote Poonch



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