



**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**



28-12-2021

AREA MARKETING OFFICE ANANTNAG

Area Marketing Officer Anantnag along with AGMO Dachipora and M Is visited Dachnipora zone where an entrepreneur was identified for upgradation of his existing Trout Fish Farm under ODOP through PMFME Scheme



AREA MARKETING OFFICE JAMMU

Area Marketing Officer Jammu yesterday had a meeting with Ms Sushma an FPO Director Koshal Milk Producer Organization where in Asstt. Director (G & P) and AGMOs were also present. The packaging, marketing and exploration of a bigger consumer base were discussed in the meeting



AGMO Samba along with M I met Mr Nariender Singh at Samba and motivated him to adopt ODOP Scheme and was assured that all necessary assistance will be provided by the Department



AREA MARKETING OFFICE KULGAM

In view of decline in local fruits and vegetables, Fruit Mandi witnessing arrival of fruits and vegetables from other parts of the country with healthy response from the consumers



AREA MARKETING OFFICE RAMBAN

Five days training program for Beekeepers of Batote Block started from Monday in the Office of Area Marketing Officer Ramban in collaboration with KVIB and Al-fala FPO. CEO Alfala, KVIB Officers and Area Marketing Officer Ramban providing necessary expertise, awareness regarding Beekeeping and its processing, marketing/promotional guidance to the participants



AREA MARKETING OFFICE BARAMULLA

AGMO Pattan in field at Zangam Pattan educating growers regarding customer-attractive grading and packing of their produce

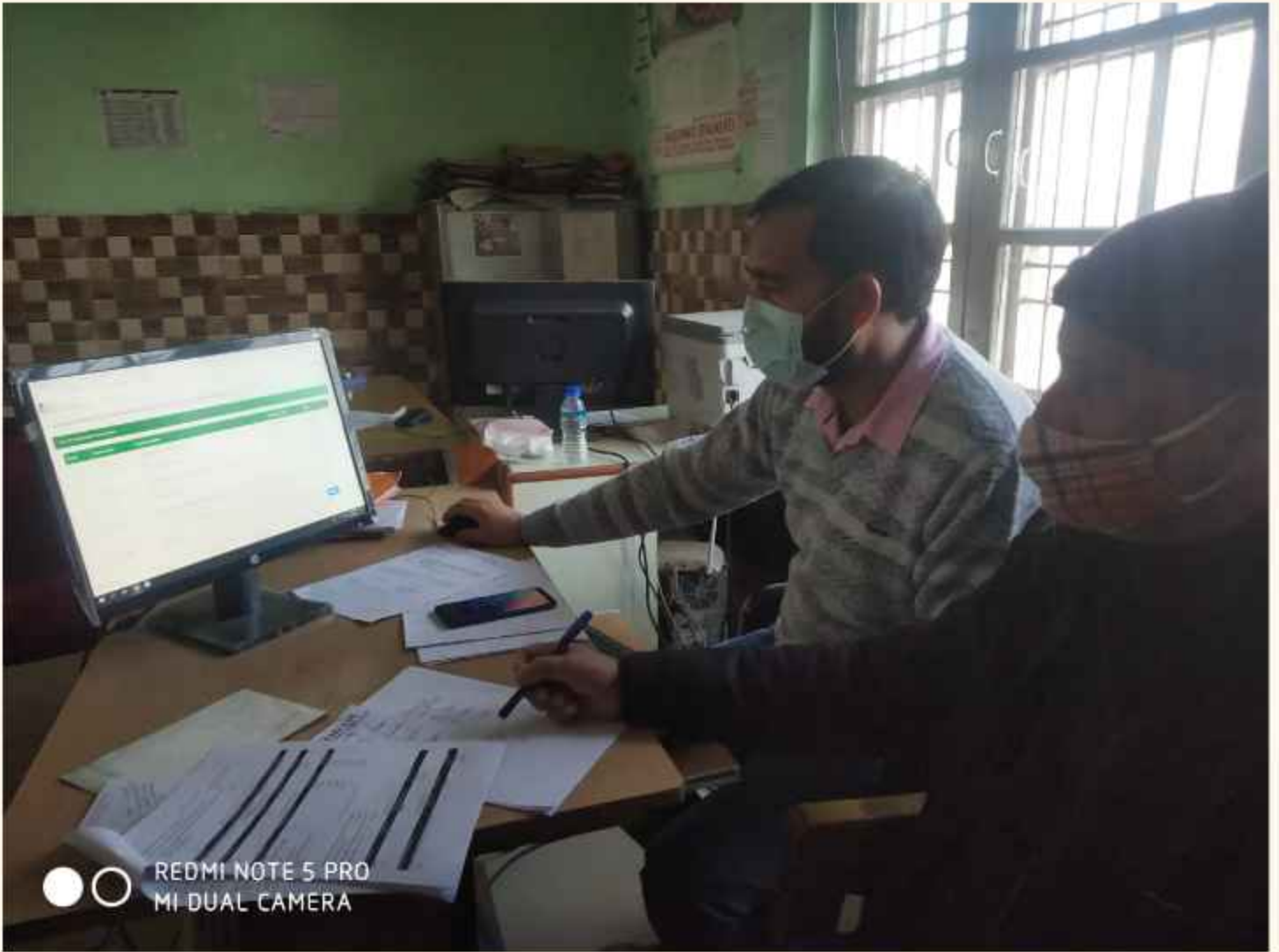


AGMO Sopore alongwith M I checking grading and packing of apple in Fruit Mandi Sopore



AREA MARKETING OFFICE UDHAMPUR/REASI

Officials of AGMO Offices Udhampur & Reasi have got registered two cases under ODOP scheme



Officers/Officials of AMO Office Udhampur visited ACR Office Udhampur regarding status of additional land acquisition for Udhampur Mandi



AREA MARKETING OFFICE DELHI

Area Marketing Officer Delhi along with staff holding a meeting with an Event Management Company regarding Lohri Festival Exhibition at Kisan Ghar Delhi



AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara along with officials interacting with Vegetable Traders at Handwara in light of the Departmental Schemes/Programs



AREA MARKETING OFFICE BANDIPORA



Establishment of AMO office Bandipora educating growers regarding various departmental guidelines and GOI schemes.

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