



**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**



30-12-2021

AREA MARKETING OFFICE KUPWARA

An Awareness Camp on Post Harvest Management was organised by Area Marketing Office Kupwara under the Chairpersonship of Deputy Director Kashmir and Officers, experts and scientists from line Departments viz Horticulture Production Department, KVK Kupwara and Agriculture Department were invited to educate the participants about state of the art PHM Techniques, Departmental and Centrally Sponsored Schemes, initiatives, programs etc





AREA MARKETING OFFICE KATHUA

AGMO Kathua facilitated Intello Lab representatives to three strawberry orchards in Kathua district so as to have first hand information about quality of the produce, present marketing practices and scope for export of Strawberry outer markets



AMO & AGMO Kathua and GMIs also facilitated the Intello representatives an interaction with Traders & Growers of Fruit & Vegetable Mandi KATHUA



AREA MARKETING OFFICE DODA

AMO establishment Doda held an awareness camp at Dali Kulhand area of District Doda where PRIs, progressive Vegetables/Fruit Growers were imparted awareness regarding grading/packing of walnuts and vegetables, Direct Marketing, e-NAM etc





The Officers/Officials also conducted an evening chopal at Beli & Janjalwar Panchahats and educated the participants about cooperatives and other Departmental Schemes



AREA MARKETING OFFICE SOPORE/BARAMULLA

Officilas of AMO Office Sopore discussing the issue of the licence and their renewal with the traders of Fruit Mandi Sopore



AGMO Pattan visited Kreeri to educate growers regarding Departmental Programs/Schemes



AREA MARKETING OFFICE RAJOURI

Area Marketing Officer Rajouri alongwith AGMO Poonch attended a meeting with DDM NABARD Rajouri, Sr.Scientist KVK Poonch, Lead Bank Manager Poonch and members of FPO regarding formation of FPOs



AREA MARKETING OFFICE SRINAGAR

Official of AMO Office Srinagar visited the Apsra Bakery Unit Srinagar regarding upgradation of the unit under PMFME-ODOP Scheme



AREA MARKETING OFFICE RAMBAN

On 4th day of five days training program for beekeepers aspirants were addressed by Nodal Officer Apiculture development ADA Ramban. Detailed awareness of Beekeeping and its handling was given to participants

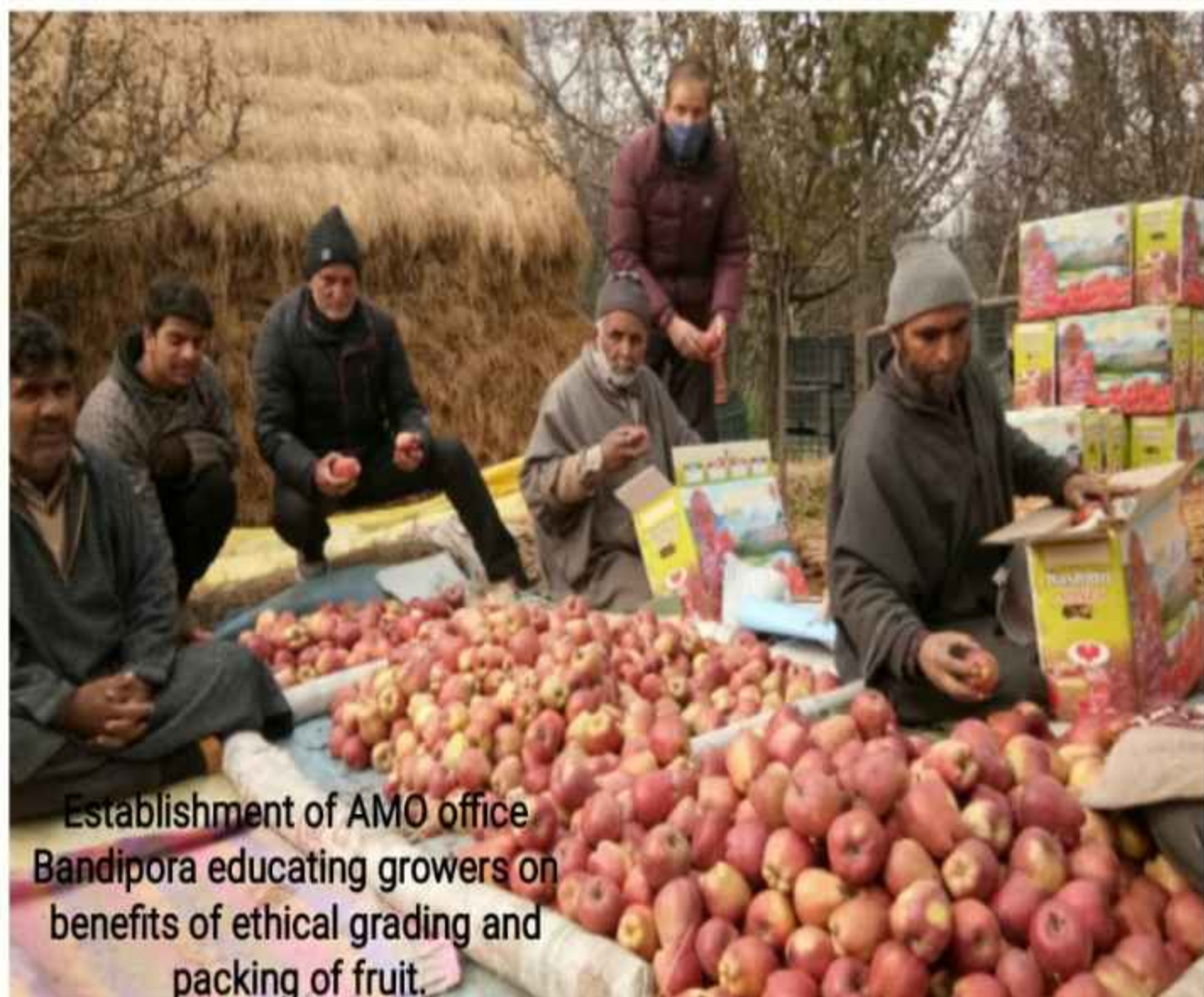


AREA MARKETING OFFICE SHOPIAN

AGMO Shopian along with GMI & District Resource Person today attended DLC PMFME meeting chaired by the Deputy Commissioner Shopian



BANDIPORA



Establishment of AMO office
Bandipora educating growers on
benefits of ethical grading and
packing of fruit.

AREA MARKETING OFFICE GANDERBAL



Establishment of AMO
Ganderbal

Inspection of Batwina FGCMs

*Repayment of Outstanding

*Conducting of Elections

*Other related issues were
discussed threadbare

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