



**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**



**04-12-2021**

## DIRECTOR

Horticulture Planning & Marketing chaired a meeting of the DDOs of the Department at Directorate Office Jammu which was virtually attended by the DDO of Kashmir division regarding release of funds, latest details of Audit Paras/OB items etc





**As, with the sincere efforts of the Director Horticulture (P&M), the Rehriwalas/Dhabas of were given specific place alongside the Narwal Mandi for their business activities the Association Members of Rehriwalas/Dhabhas organised an event to extend gratitude and thankfulness to the Director**





### **AREA MARKETING OFFICE ANANTNAG**

**Primary levelling by way of earth/boulder filling has started in Mega Fruit Mandi Jablipora Anantnag**



## AREA MARKETING OFFICE KATHUA

AGMO (T) visited the Community Centre Barwal and held an awareness camp for Growers/ NRLM SHG members. Apart from Sarpanch, HDO, BPM NRLM Barnoti, AEO, Manager J&K Bank Barnoti also participated in the awareness camp. The area being victim of monkey menace, growers were advised to grow Harad, Tarad, Jimikand, Jackfruit, Alo Vera, Mushroom and citrus. NRLM SHG members were asked to prepare pickles, Amchur and Ampapad since the area has Desi mangoes trees in abundance. PMFME ODOP scheme was also discussed in the awareness camp





**AMO Kathua with concerned Agency deliberating over selection of spot for creating bore well facility in Fruit & Vegetable Market Kathua**



## AREA MARKETING OFFICE JAMMU

Field Officials visiting a Dairy Farm in connection with Departmental Programs/Activities



## AREA MARKETING OFFICE SOPORE

Awareness camp on Digital marketing was conducted by Intello Labs in Association with AMO Sopore. Traders, growers and buyers actively participated in the event





### AREA MARKETING OFFICE UDHAMPUR/REASI

**AGMO Reasi visited recently made operational Puria Apni Mandi to ensure that Farmers/Traders carry their trade smoothly**





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