



**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**



**06-12-2021**



## ASSISTANT DIRECTOR

(Marketing) in a meeting with Sr. Manager (Opns) of Directorate of Marketing & Inspection Jammu regarding eNAM



## AREA MARKETING OFFICE ANANTNAG

AGMO along with GMI in field educating different Unit Holders about PMFME Scheme and motivating them to establish the under ODOP-PMFME Scheme









**As the Administrative Block in Mega Fruit Mandi Jablipora is almost ready , AMO Antg inspecting the electric fittings and other works in the block**





## AREA MARKETING OFFICE KATHUA

Borewell digging process has been started in Fruit Mandi Kathua



GPS Map Camera



Kathua, null, null  
9GHM+X7Q, Kathua, 184102  
Lat 32.38016°  
Long 75.532722°  
06/12/21 05:47 PM



**AREA MARKETING OFFICE JAMMU**

**AGMO Bishna along with M I interacting with Strawberry Grower at Chak Majra/Pascal regarding marketing of Strawberry and other related issues**



**AREA MARKETING OFFICE SOPORE**

**AMO Baramulla/Sopora at Baghisundri taking stock of the development work**





## AREA MARKETING OFFICE KULGAM

Today a Grading camp was conducted at F&V market and made the Traders/Growers understand how proper Grading and Packing can fetch them better rates.





## 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 UDHAMPUR/REASI

Puria Pouni Apni Mandi Reasi abuzz with trading activity





# BANDIPORA



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





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