



**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**



10-08-2021

AREA MARKETING OFFICE JAMMU

AGMO Akhnoor along with staff visit Fruit & Vegetables Craft Center regarding processing of Amla in the coming season and Office of Chief Agriculture Officer Jammu regarding Organic Farming



The staff also visit Rathana village of Bishna R S Pura to meet the progressive growers Sh. Avatar Chowdhary and Sh. Kuldeep Chowdhary owner of Surbhi Rice Mill in connection with upgradation of the Mill



AREA MARKETING OFFICE RAMBAN

Area Marketing Officer Ramban in a meeting with DAO Ramban regarding ODOP cases



AREA MARKETING OFFICE SOPORE/BARAMULLA

Agmo Rohama Rafiabab imparting awareness to the growers of Tregpora Rohama regarding Post Harvest Technology and Marketing of Apple



AGMO Baramulla and the staff in a meeting regarding preparations for the successful conduct of month long Smridhi Kisaan Maha event scheduled to start from 21st August in the district



Vedipora Lurhama, null, null
Mazbugh Rd, Vedipora Lurhama, 193201
Lat N 34° 16' 51.744"
Long E 74° 26' 10.7844"
10/08/21 11:53 AM

AREA MARKETING OFFICE ANANTNAG

Area Marketing Officer Anantnag on inspection of F & V Market Batengoo Anantnag interacting with the Traders regarding marketing strategies of Apple for the current fruit season





AREA MARKETING OFFICE

Area Marketing Officer Kupwara along with staff in field educating growers about marketing strategies of their produce



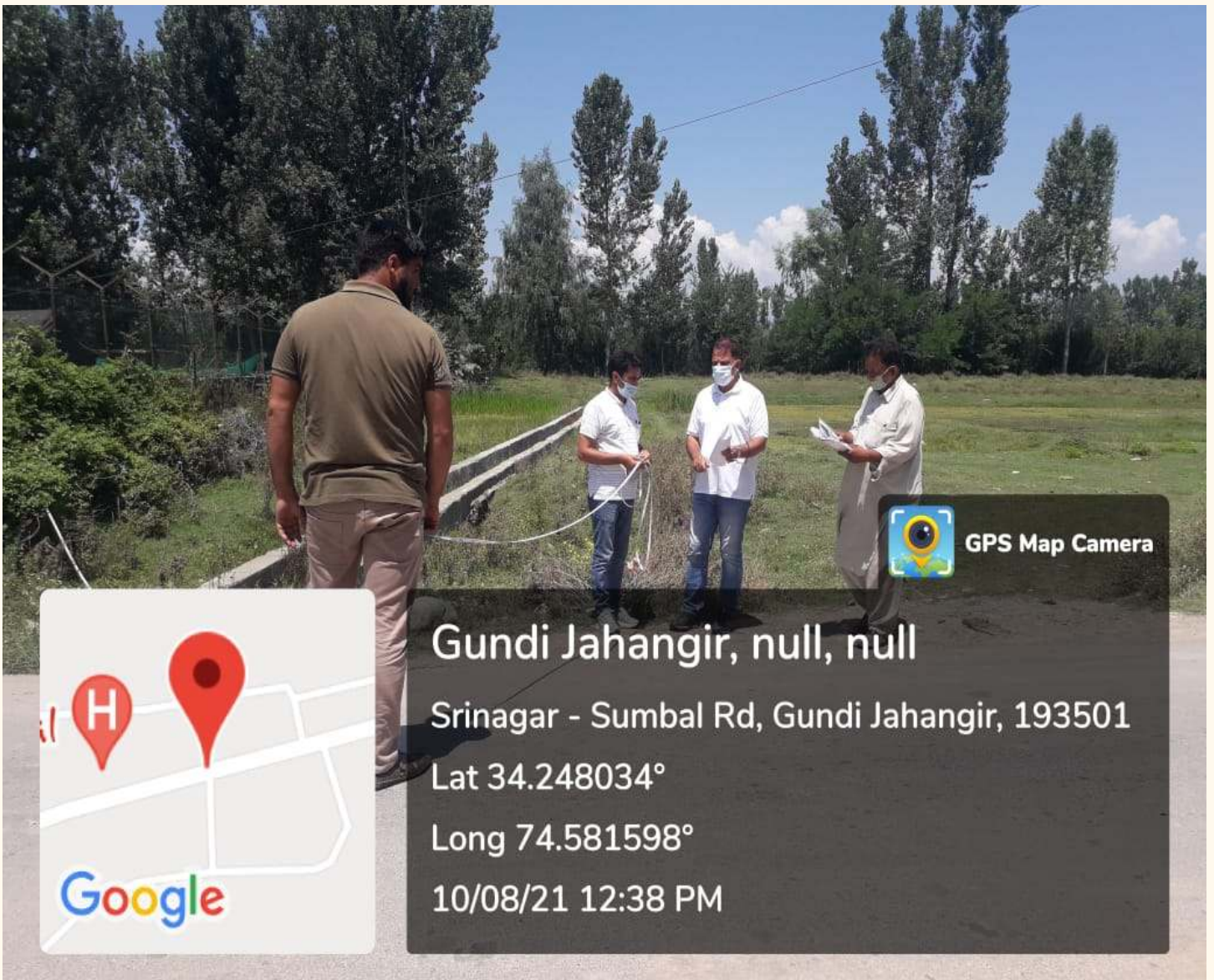
AREA MARKETING OFFICE BUDGAM

On field interaction with growers educating them regarding advantages of ethical grading, attractive packing & other departmental programs



AREA MARKETING OFFICE BANDIPORA

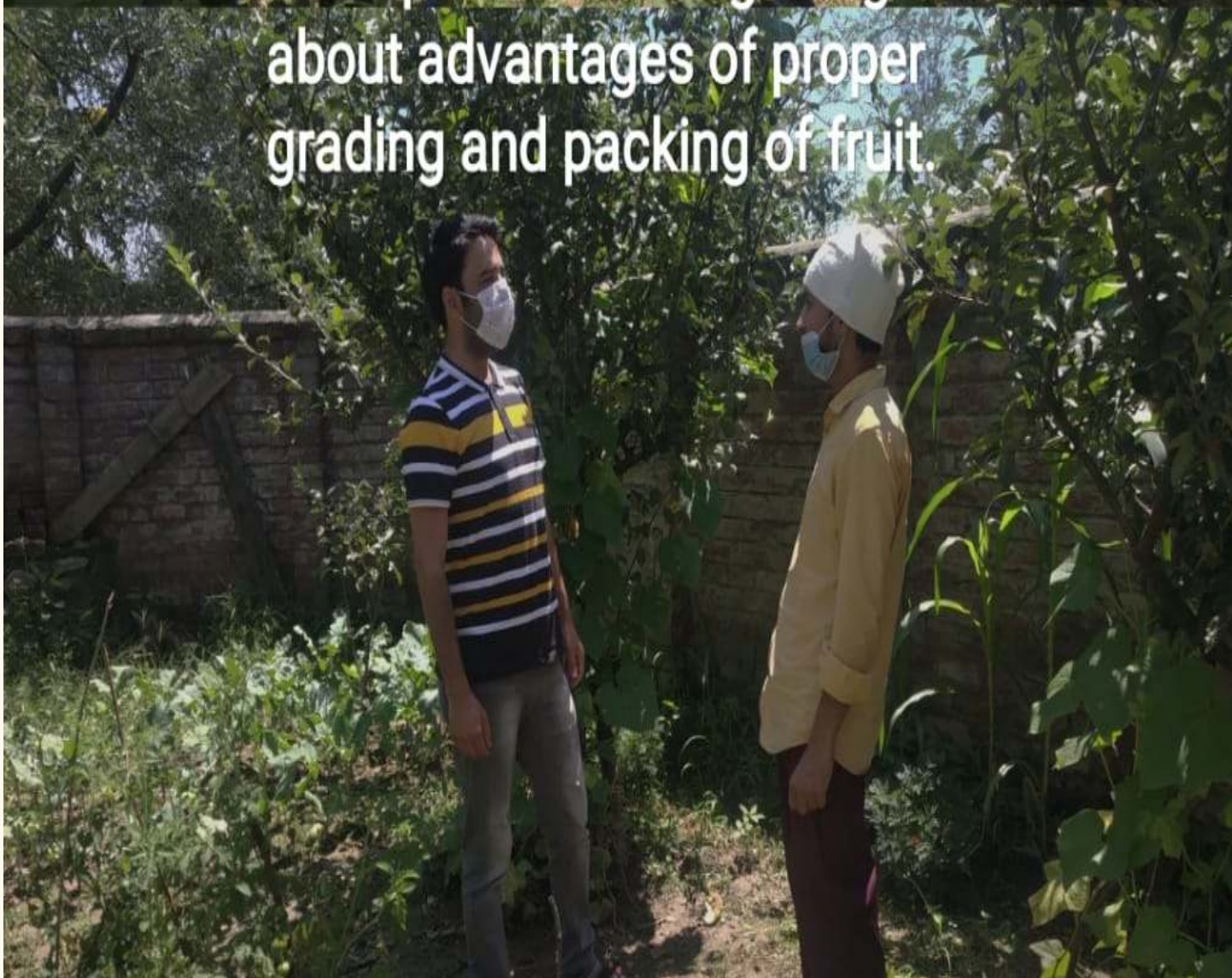
Demarcation of F&V Market Naidkhai underway



BANDIPORA



Establishment of AMO office
Bandipora educating the growers
about advantages of proper
grading and packing of fruit.





**As per the direction of
worthy Director
Horticulture (P&M)
held Interaction with
representative/distributor of
Keep-it-fresh.com
regarding ethylene absorbers
and other innovative packaging
material .
AMO(HQ)**

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