



**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**



18-08-2021

**DIRECTOR
Horticulture (Planning & Marketing), in an endure to explore export markets,
holds a meeting with the Exporters and Airlines regarding export of
Kashmiri Fruit to Dubai and Srilanka**





Dy. Director Kashmir facilitating a meeting of exporters with the Traders Association Parimpora regarding export promotion of Apple 🍏 from kashmir

AREA MARKETING OFFICE GANDERBAL

Area Marketing Officer Pulwama and CHO, HDO Agriculture Pulwama and Agricultural Experts in Seminar regarding direct marketing and formation of FPOs in district Pulwama



Field Staff of AGMO Office Tral Interacting with the growers of village Mandoora Tral regarding Post Harvest Management and other Departmental Programs



AREA MARKETING OFFICE DODA

An Awareness Camp about Departmental Activities was organised by the Department of Horticulture Planning and Marketing Doda in collaboration with the Horticulture Production Department Doda at Dradhu Panchayat of Bhaderwah



AREA MARKETING OFFICE ANANTNAG

Area Marketing Officer Anantnag along with staff ascertain on spot whether National Highway Authorities are developing service road by encroaching upon land of Fruit Mandi Jablipora



AGMO Qazigund in field at Kujroo imparting picking/grading & packing training to Pear growers





AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara along with field staff in field imparting picking/grading & packing training to fruit growers

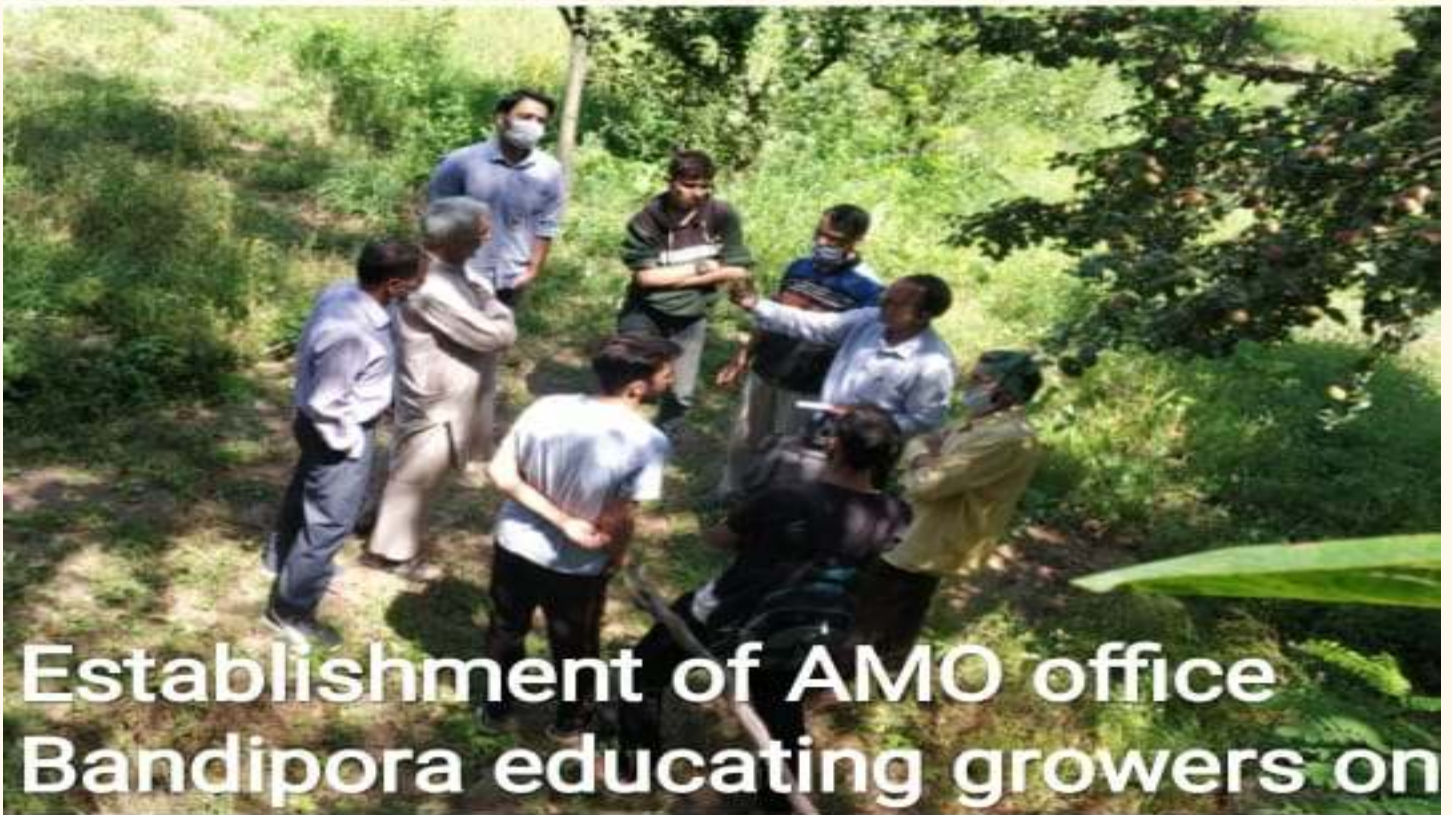


AREA MARKETING OFFICE JAMMU

AGMO Bishna/Akhnour visit AEO Office Bhalwal along with GMIs regarding marketing of agricultural produce in Bhalwal Zone and discuss Departmental Activities there



BANDIPORA



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



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(JKAS)
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(Planning & Marketing)
J & K Govt.