



**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**



21-08-2021

DIRECTOR

Horticulture (Planning & Marketing) alongwith Dy. Director (K) and Officers/Officials of AMO Office Parimpora had again an extensive tour of Fruit Mandi Parimopra on Friday and had a meeting with the Fruit Association Parimpora as well. Many directions/instructions issued by the Director on spot included immediate macadamisation of leftover area, payment of different levies (due) by the Mandi functionaries etc.





AREA MARKETING OFFICE RAMBAN

Auction of fruit started at Batote Mandi today as the Traders shifted their trade from Old Market with the efforts of the Director, D.C. Ramban, D D Jammu and Area Marketing Officer Ramban & Field Staff of Batote



AREA MARKETING OFFICE DODA

Department of Horticulture Planning and Marketing Doda under Kisaan Samridh Mah conducted an Awareness Camp in coordination with local PRI in which all allied departments ie Agriculture , Horticulture ,Animal Husbandry and local Sarpachs/Panchs participated



AREA MARKETING OFFICE

During routine field activity AGMO Dachnipora along with staff at Lovseer Srigufwara educate growers about Departmental Schemes and other programs



AREA MARKETING OFFICE JAMMU

Field Officials of AGMO Office Akhnoor held an interaction with the Vegetable growers of village Sari Kakhwalan wherein the growers were made aware about the benefits of Direct Marketing, proper Grading and Packing of Vegetables and other Departmental Programs



AGMO Akhnoor visits Agriculture Office Akhnoor regarding production data and also discusses Post Harvest Management Techniques



AREA MARKETING OFFICE KATHUA

Officials of A M O Office Kathua monitoring Export of Fruit Laden trucks at LAKHANPUR (KATHUA)





AREA MARKETING OFFICE UDHAMPUR

GMI Reasi introducing an apple farmer of Baryote Bhomag of Reasi District to Gratitude Farms Pvt. Ltd. and discussed Apple marketing strategies



Solar dryers being installed by Gratitude Farms Pvt. Ltd. at Ramnagar for Jai Ganesh SHG



AREA MARKETING OFFICE BUDGAM

Field Officials of AGMO Office Chadura in coordination with the Department of Agriculture Chadura held a meeting with Sarpanch of village Banhar Zone Chadura known for organic vegetables wherein the growers were made aware about the departmental schemes



AREA MARKETING OFFICE BANDIPORA



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