



**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**



24-08-2021

DIRECTOR

Horticulture (Planning & Marketing) along with Dy. Director (K), Dy. Director (C) and Area Marketing Officers of Kashmir Division chairing a meeting with the representatives of APEDA discussing how to encourage/enhance capabilities of the grower to export his produce, building up of Brand Image and overcome Trade Barriers



DIRECTOR

Horticulture (Planning & Marketing) along with Dy. Director (K), Dy. Director (C) and Area Marketing Officers of Kashmir Division chairing another meeting with Vice President INTELLO LABS - A Quality Platform for Fruits & Vegetables, its grading, pricing, procurement, traceability and marketing through optimum advantage of Artificial Intelligence Tools



DEPUTY DIRECTOR (JAMMU)

Joint Director and Area Marketing Officer Jammu meeting Tehsildar Bishnah, Chairman Municipal Committee Bishnah, Executive Officer Municipal Committee Bishnah and stakeholders of Fruit and Vegetable Market Bishnah with regard to the status of land and construction of shops in the Mandi



AGMO Akhnoor organised an interactive program between growers and members of Gratitude Farms Ltd. at Nai Basti Akhnoor. Joint Director , Assistant Director (Transport) were also present at the venue and educated growers regarding processing of Aonla, Mango and Phalsa



AREA MARKETING OFFICE ANANTNAG

AGMO Dachnipora interacting with growers of village Dupatyar regarding eNAM and collecting information regarding Dupatyar FGCM Society



**AGMO Qazigund along with staff at village Kund NAGRED
Imparting on spot training to the growers about picking/packing Pear in hilly
orchards of the area**



AREA MARKETING OFFICE SHOPIAN

In order to allot temporary allotment of auction spaces against usage charges in Mega F&V Mandi Shopian, AMO Shopian along with his entire establishment in F&V Mandi Aglar for on spot physical verification of applicants to ascertain their genuineness

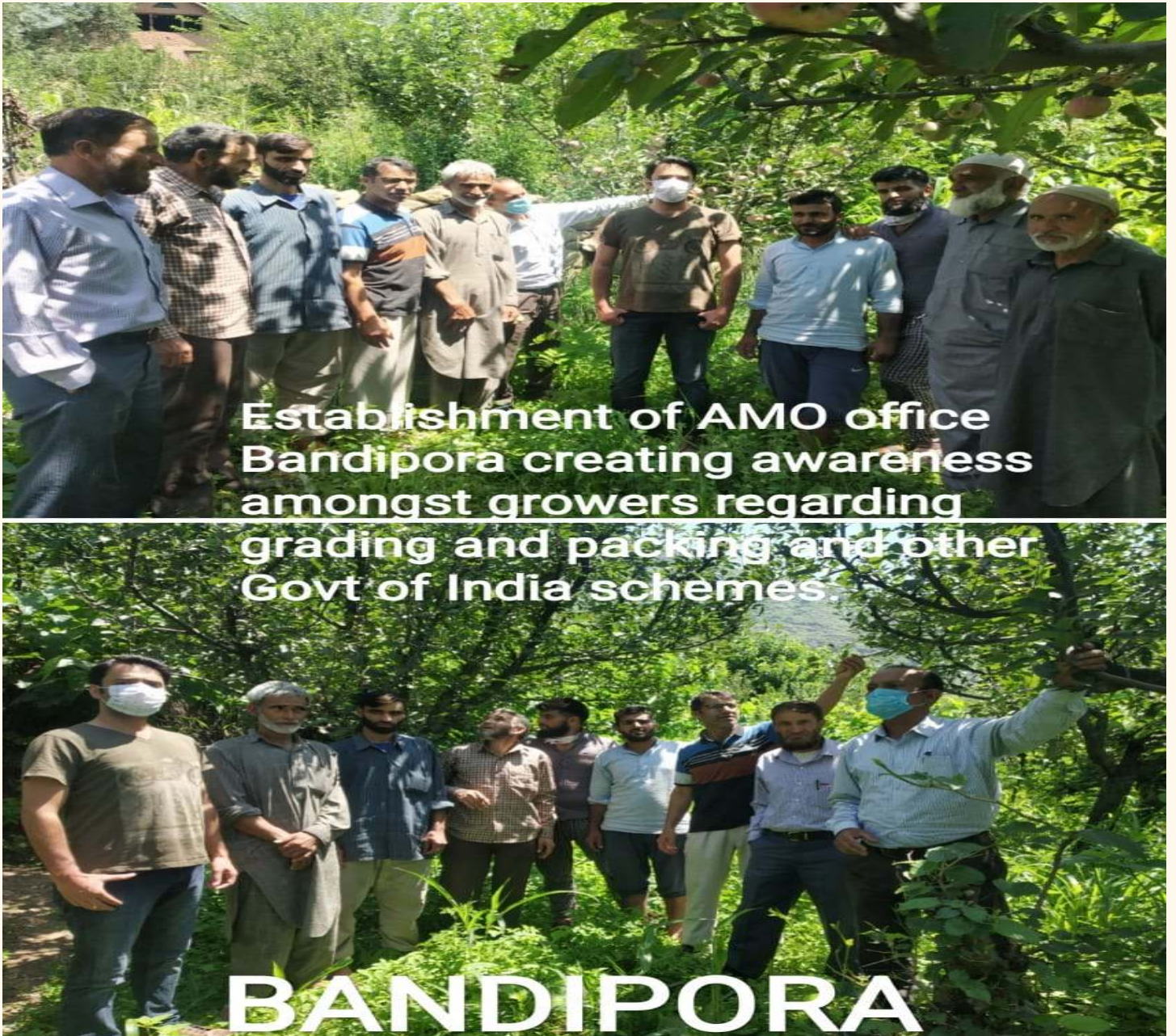


AREA MARKETING OFFICE PULWAMA

AGMO Pulwama along with M I visited organic cluster of apple and vegetables at village Shadimarg to educate the growers about various departmental schemes, intercropping etc.



AREA MARKETING OFFICE BANDIPORA



AREA MARKETING OFFICE KUPWARA

Field Staff of AMO Office Kupwara educating growers about Post Harvest Management and other Departmental Programs



Marketing Inspector AGMO Office Kupwara in a meeting with the Fresh Fruit Traders of Fruit Market Kupwara in connection with various Mandi issues



AREA MARKETING OFFICE UDHAMPUR

AGMO Reasi along with GMI submitting a case of ODOP to Distt. Resource Person (CHO) Reasi for review & further recommendation to DLC Reasi



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