



**GOVERNMENT OF JAMMU & KASHMIR
DIRECTORATE OF HORTICULTURE
PLANNING & MARKETING**



District-Wise details of Activities of the Department of Horticulture Planning & Marketing



03-08-2021

DIRECTOR Horticulture (Planning & Marketing) inspects the railway's vacant land near Narwal Mandi formerly leased to NHPC in Jammu exploring the possibilities to utilise the land for parking/loading/unloading of fruit/vegetable trucks. The Director also inspects the alternate exit road from the Mandi to Balidan Isthambh for its restoration and Muthi area for establishment of Farmer's Market





**DEPUTY DIRECTOR KASHMIR
on visit to Mega Fruit Market Aglar Shopian accompanied by the
Officers/Officials of AMO Office Shopian and Chairman All Valley
and President Fruit Association Sopore taking on spot review of
the development works in the Market**







AREA MARKETING OFFICE KULGAM
Area marketing Officer alongwith staff on cleaning drive in Fruit Market Kulgam in connection with Swachh Mandi Abhiyan



Harvesting Farmer Network (HFN)

A very useful and innovative digital platform for the growers/farmers helping them to explore the markets/buyers for their produce across the Country



The image shows a screenshot of the Harvesting Farmer Network (HFN) Twitter profile. The profile header includes the HFN logo, a 'Following' button, and notification and message icons. The bio states: 'Helping farmers in India sell their crops! Farmers simply sends us a WhatsApp text message on wa.me/918284809666 and we help find them buyers.' It also lists the location as India, the website hfnmandi.com/community-buyi..., and the join date as April 2020. The profile shows 3 following and 15.3K followers. A section titled 'Followed by' lists 'Fruit And Vegetable Market, Kulgam and J&K Horticultu...'. Below this are tabs for 'Tweets', 'Tweets & replies', 'Media', and 'Likes'. A pinned tweet is visible, starting with 'Some rules -' and listing rule (1): '(1) Call local farmer only - if he/she is too far they won't be able to deliver. Call farmer to find'.

Harvesting Farmer Network (HFN)
@HarvestingFN

Helping farmers in India sell their crops!
Farmers simply sends us a WhatsApp text message on wa.me/918284809666 and we help find them buyers.

India hfnmandi.com/community-buyi...
Joined April 2020

3 Following 15.3K Followers

Followed by Fruit And Vegetable Market, Kulgam and J&K Horticultu...

Tweets Tweets & replies Media Likes

Pinned Tweet
Harvesting Farm... · 12/04/20 ...
Some rules -

(1) Call local farmer only - if he/she is too far they won't be able to deliver. Call farmer to find

<https://twitter.com/HarvestingFN>

AREA MARKETING OFFICE UDHAMPUR

Area Marketing Officer Udhampur describing the Grower/Farming Community the Departmental Programs/Initiatives/Achievements and Schemes on on All India Radio Bhaderwah



<https://www.youtube.com/watch?v=p9NRApd6LHU>

Sanitation drive in Fruit Mandi Udhampur in connection with Swachh Mandi Abiyan



AREA MARKETING OFFICE GANDERBAL

Marketing Inspector AMO Office Ganderbal educating growers about the advantages of small/convenient packaging (punnet) for Repora Grapes to attract consumers at market places like hotels, airports, departmental stores etc





AREA MARKETING OFFICE JAMMU
Officers/Officials of Area Marketing Office meeting President Fruit Association Narwal in connection with Swachh Mandi Abhiyan and cleaning process of Narwal Mandi underway





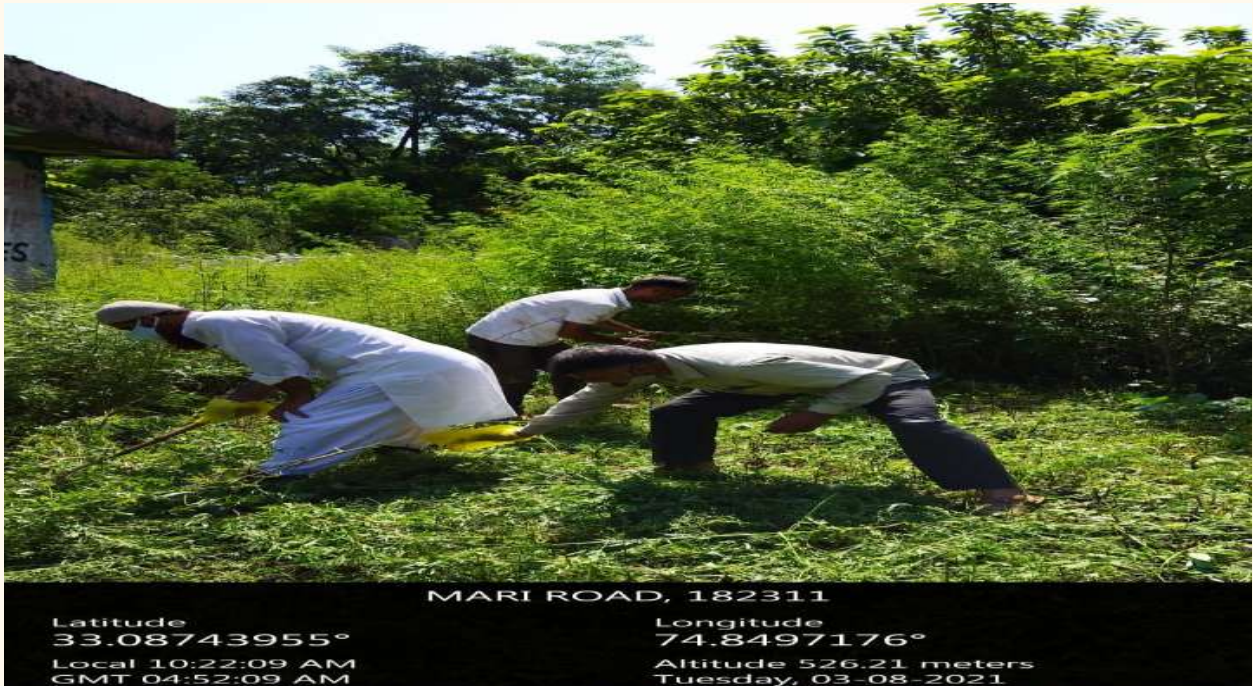
AGMO Akhnoor along with GMI visit farm of K.K. Sharma Naib Sarpanch Nardi Bala imparting him awareness about Departmental Schemes



Sanitation drive under Swachh Mandi Abhiyan started in F&V market Akhnoor



**AREA MARKETING OFFICE KATHUA
AGMO Reasi along with Staff participating in Swachh Mandi Abhiyan
at Apni Mandi Mari Reasi clearing weeds & hedges**



AREA MARKETING OFFICE ANANTNAG
Sanitation drive under Swachh Mandi Abhiyan organised by AMO
Office Anantnag in Fruit Market Batengoo Anantnag



AGMO Qazigund educating growers about grading/packing of fruit
in field



AREA MARKETING OFFICE RAMBAN

Area Marketing Office Ramban educating growers about sorting/grading and packing of fruit in Batote Fruit Market



AREA MARKETING OFFICE RAJOURI

Sanitation drive under Swachh Mandi Abhiyan at F & V Market Rajouri



Staff of AGMO Office Poonch clearing of bushes and unwanted weeds from Kankote Fruit Market Poonch under Swachh Mandi Abiyan



AREA MARKETING OFFICE SRINAGAR

Area Marketing Officer Srinagar alongwith staff in a meeting with Retail Vegetable Mandi Association in Parimpora Mandi Srinagar regarding the issues/problem faced by them in functioning of their trading operations



AREA MARKETING OFFICE BUDGAM

Allottes approaching AGMO Office Chararisharief with an affirmation to start fruit trading in Fruit Market Chararisharief after serving the cancellation notices



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J & K Govt.