



**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**



20-09-2021

AREA MARKETING OFFICE BUDGAM

Area Marketing Officer Budgam along with staff had a visit to the Orchards of the village and educated the the growers about post harvest management techniques and other Departmental Schemes



The Staff also had a visit to the Fruit Grading Unit (M/S Grading Line) of a grower at village Choon where the Unit holder was educated about the NHB Schemes, ODOF et. for upgradation of his Unit



AREA MARKETING OFFICE DODA

Area Marketing Officer Doda along with Staff interacted with a progressive orchardists of Sharna Shiva area and educated him about Departmental Schemes/Activities



GMI of Udhampur/Reasi Offices attending meeting at D C Office Udhampur regarding exploration of marketing strategies of fruits/vegetables of the district. The meeting was also attended by Chief Financial Officer, Vice President Intello Labs, Business Head Gratitude Farms, CAO, CHO etc.



AREA MARKETING OFFICE SHOPIAN

Area Marketing Officer Shopian along field staff in F&V Mandi Aglar for making necessary arrangements/preparations with regard to upcoming visit of Honourable MOS Home Affairs to Mandi



AREA MARKETING OFFICE GANDERBAL





Establishment of AMO
Ganderbal
Arrangement of Quality Grapes
of District Ganderbal for
display at exhibition



Establishment of AMO

Ganderbal

Arrangement of Quality Honey
from District Ganderbal for
display at Exhibition

AREA MARKETING OFFICE KULGAM

Area Marketing Officer Kulgam conducted a small awareness event at Fruit Market Kulgam to educate growers and traders about the artificial intelligence aided application devised by Intello lab to determine health/quality status of apples



Area Marketing Officer Kulgam also advised the Mandi Traders to shun the age old under cover auctioning and adapt open auctioning practices



AREA MARKETING OFFICE KATHUA

Area Marketing Officer Kathua on visit to a unit of NDH MASALE at KORE PUNNU to procure samples of spices to be showcased



AREA MARKETING OFFICE SRINAGAR

The demarcation process strictly being monitored by the Director Horticulture (P&M) has started in Fruit and Vegetable Market parimpora Srinagar



AREA MARKETING OFFICE SOPORE

Pasting of stickers by AGMO along with staff at Fruit Mandi Sopore



FRUIT STALL

being established at Kashmir Haat Srinagar in connection with two days Fruit Exhibition Event organised by the Department





AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara convening a meeting in connection with smooth trading practices in the Mandi and pasting of Departmental stickers on the Fruit trucks leaving from the Mandi



AREA MARKETING OFFICE ANANTNAG

Field functionaries of the establishment of AMO office Anantnag visited Kurigram village at Qazigund & educated the growers regarding processing of Walnuts



AGMO Qazigund in field advising growers about proper grading Kashmiri Nakh (Pear)



AREA MARKETING OFFICE BANDIPORA



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