



**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**



22-09-2021

## DIRECTOR

**Horticulture (Planning & Marketing) taking a review meeting with the Officers of the Department at Jammu Office attended by the Officers of Kashmir Division through virtual mode**









## M/S GEMINI CONSULTING & SERVICES

Imparting training to the Officers/Officials of the Department about Trader/Farmer Registration, Mandi Trading Process, Pricing, Quality Control and Supply Chain Management, Finance & Accounts Management, H R & Pay Roll Management etc. in Conference Hall at Head Office Srinagar









## AREA MARKETING OFFICE BUDGAM

Grading and Marketing Inspectors of AGMO Office Chadura held an interaction with Sarpanch and female Dairy Entrepreneurs of village Sogam and motivated them to establish a unit under ODOP



The field officials also orderly held an on- farm interaction with Pear growers of Village Raanger Zone Chadura and made them aware about the benefits of ethical Grading and Packing, various GOI Schemes and Departmental Activities







### AREA MARKETING OFFICE UDHAMPUR/REASI

**AGMO Reasi along with GMI visited a Masala Tikki Unit at Agharjito established by a SHG and persuaded the entrepreneurs for upgradation of the same under ODOP**







**AREA MARKETING OFFICE PULWAMA**

**GMI Tral interacted with the growers of Noorpora about proper grading & packing**





**AREA MARKETING OFFICE RAMBAN**

**Officials of A M O Office Rambun visiting Walnut Nursery at Doda**





## AREA MARKETING OFFICE KUPWARA

Officials of AMO Kupwara in field regarding Departmental Activities



## AREA MARKETING OFFICE JAMMU

Experts from Intello labs demonstrating Trading App to the traders in the Office of AMO Jammu





## AREA MARKETING OFFICE SRINAGAR

Demarcation of Fruit Mandi Parimpora Srinagar by the Revenue Officials underway



## Second Day of Fruit Exhibition at Kashmir Haat Srinagar



Unnamed Road, Shergarhi, Batmaloo, Srinagar, 190009

Latitude

34.07192209°

Longitude

74.80035675°

Local 09:47:20 AM

GMT 04:17:20 AM

Altitude 1566.46 meters

Wednesday, 22-09-2021

GPS Map  
Camera Lite



## AREA MARKETING OFFICE BANDIPORA



## AREA MARKETING OFFICE SOPORE/BARAMULLA

**Growers from Pattan zone visited the Fruit Mandi Sopore to get educated for mechanical grading of apple boxes**





**ODOP Applicants being guided at AMO Office Sopore for further processing**



**AREA MARKETING OFFICE SHOPIAN**

**Tehsildar Shopian interacting with the Officers of AMO Office Shopian about the arrangements at Fruit Mandi Aglar Shopian in connection with the visit of Hon'ble Central Minister of State for Home to the Mandi**









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