



**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**



27-09-2021



## AREA MARKETING OFFICE UDHAMPUR

Officers/Officials of AMO Establishment Udhampur at the Stall on second day of Monsoon Festival at Patnitop. The Deputy Commissioner Udhampur appreciated the concept of Direct Marketing during the interaction with the staff while on visit to the venue









**GMI Reasi interacting with the Executives of Gratitude Farms Pvt. Ltd.  
regarding marketing of Walnut of Reasi District**



**AREA MARKETING OFFICE SRINAGAR**

**Fabricated huts erected previously for MIS NAFED being shifted to a feasible spot in the Auction Platform block as these were hampering the trading activities of the traders in the Mandi**







**Final phase of demarcation in progress at Parimpora Mandi**





## AREA MARKETING OFFICE ANANTNAG

Area Marketing Officer Anantnag alongwith Staff conducting on-farm awareness regarding grading and packaging of Apple



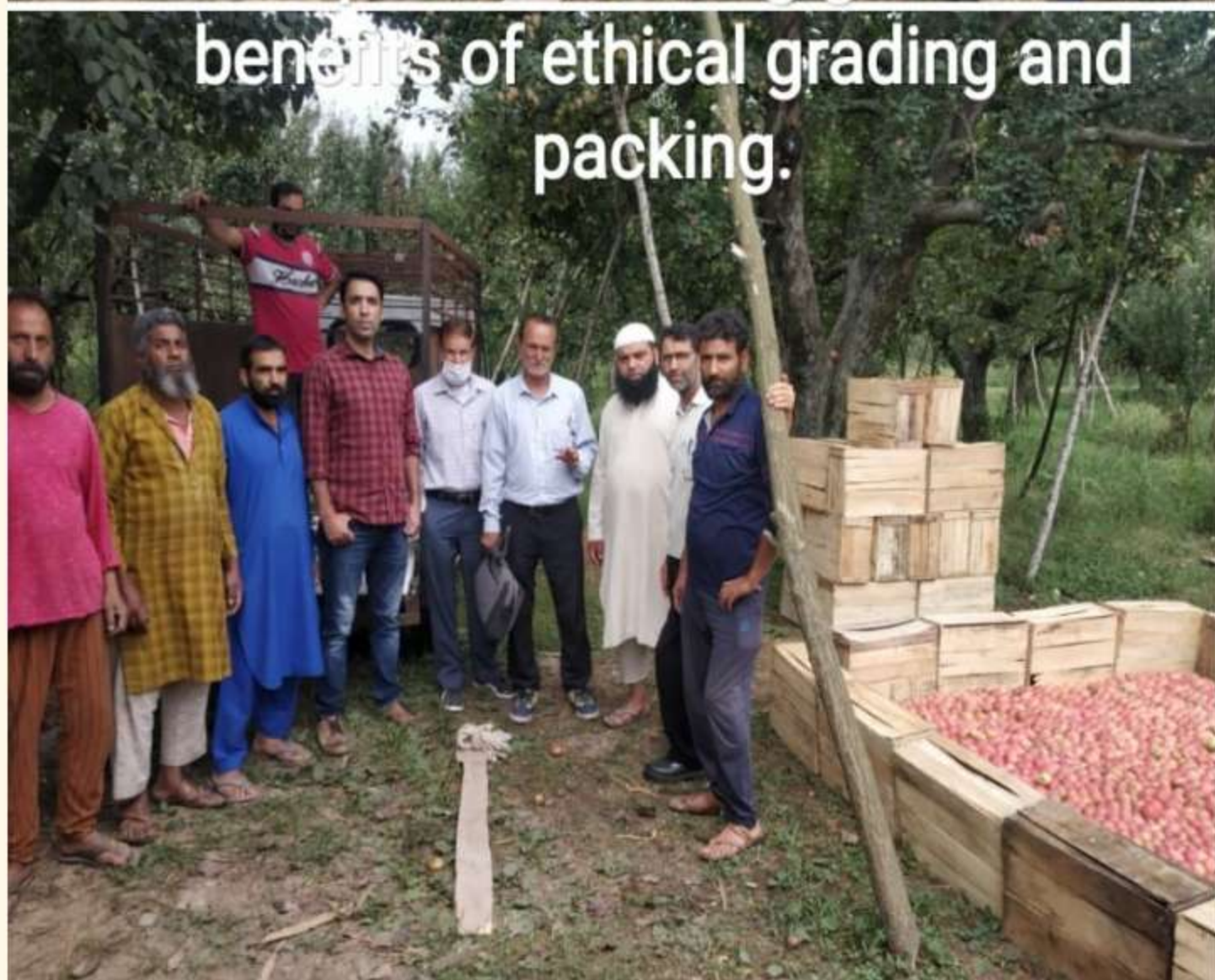


# BANDIPORA



Establishment of AMO office  
Bandipora educating growers on

benefits of ethical grading and  
packing.





## **AREA MARKETING OFFICE RAJOURI**

**Area Marketing Officer Rajouri alongwith staff visit Eureka Lime Canning Centre of Sh Shabir Hussain of Nagrota Rajouri and interact with him about Departmental Programs**



**AGMO Poonch alongwith GMI visited the orchard of Naeem Akhtar in village Pamrot and made the farmer aware about various Departmental Schemes and importance of proper grading & packaging.**





## AREA MARKETING OFFICE RAMBAN

**AGMO Batote alongwith M I attended an Awareness Program conducted by Agricultural Finance Corporation India Ltd in the Office of Chief Agriculture Officer Ramban**





**Staff of AMO Office Rambun interact with Mushroom growers of Batote and assist them with market linkage facilities**





## AREA MARKETING OFFICE DODA

AMO Establishment Doda participated in Vanijye Saptah Celebrations organised at CHO Office Doda



## AREA MARKETING OFFICE PULWAMA

Assistant Director (G&P), AMO Pulwama along with field staff interacted with growers at at Grading Line Unit Pachhar Pulwama.







**A meeting was conducted by Asstt. Director (G&P) in the Office of AMO Pulwama regarding PM-FME under ODOP**





## AREA MARKETING OFFICE BUDGAM

Field Officials of AGMO Office Chadura held an interaction at the Grading and Packing shed of a Progressive Grower of Village Zuhama Chadura wherein the said grower was informed about the benefits of ethical Grading/Packing Practices





## AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara along with staff in Kupwara Market motivating Fruit growers to shift their trade to Fruit Mandi Kupwara



## AREA MARKETING OFFICE KULGAM

Area Marketing Officer Kulgam attending tour activities programme of Hon'ble Central Minister Smt. Renuka Singh who is on visit to District Kulgam





## AREA MARKETING OFFICE JAMMU

**AGMO Akhnoor visited orchard of a progressive grower Sh Som Nath of Sunail who have planted more than 150 Amla plants and provided market linkage for selling of his produce**



## AREA MARKETING OFFICE SOPORE/BARAMULLA

**Officials of AMO Office Baramull taking growers to F M Mandi Sopore for collection of Grading Machine to create know-how about the benefits of mechanical grading among them & Mechanical Grading Machines being dispatched to Pattan zone & FPO Darwa for the awareness of growers**





## **AGMO Sopore and staff discussing electricity issue with JE PDD**



## **AREA MARKETING OFFICE GANDERBAL**

**Administrative audit underway at AMO Office Ganderbal under the designated team led by DDC and Asstt. Director Planning**





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