



**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



17-11-2022

AREA MARKETING OFFICE SRINAGAR

A One Day Awareness Camp was conducted by Area Marketing Office (DNO Srinagar PMFME Scheme) at Panchayat Block Panzinara Qamarwari Srinagar. All the allied Departments, Lead Bank Manager Jk Bank, Sr. Manager DIC Sgr, District Resource person participated in the camp.



Awareness regarding the objective, initiative and procedure for availing the advantages of loan facility and subsidy component under the PM FME Scheme was given to the existing unit holders for upgradation of their units as well as new units as well.



An interaction session was also held in which different queries of the beneficiaries were cleared by the bank authorities in a conducive manner.



AREA MARKETING OFFICE UDHAMPUR

Packaging & Branding by one of the PM FME beneficiaries in Udhampur district



AREA MARKETING OFFICE ANANTNAG

AGMO Qazigund in town hall Qazigund addressing the participants about the PM FME - ODOP Scheme. AMO Ang along with staff attended the awareness camp program.



AREA MARKETING OFFICE RAJOURI

An awareness programme on PMFME Scheme was organised by Chief Agriculture Officer DNO PMFME for district Poonch in collaboration with Horticulture Production Dept., Horticulture P & M, Fisheries Department and Lead Bank Manager Poonch at Degwar Poonch.



PRIs also participated in the event & all departments gave a detailed presentation of the scheme and informed the farmers about the significance of PM FME. Besides other schemes of various departments were discussed with the farmers there.



AREA MARKETING OFFICE BANDIPORA

One day awareness camp being conducted at Sumbal Bandipora by District Sheep Husbandry officer DNO PMFME ODOP.



AREA MARKETING OFFICE KATHUA

A Registration camp was organized by the Department of Food Safety Kathua in collaboration with Department of Horticulture (P&M) at Fruit and vegetable Market Kathua today regarding registration of Mandi functionaries viz. Traders, Commission Agents, Mashakhors, small vendors under FSSAI.



AREA MARKETING OFFICE KISHTWAR

A one day awareness camp was organized today by the Department of Horticulture and Horticulture Planning and Marketing Kishtwar under Prime Minister's Formalisation of Micro Food Processing Enterprises (PMFME) at Panchayat Chatroo, Block, Mughal Madhan, District, Kishtwar. A large number of local farmers, SHG members, FPO and PRI representatives attended the awareness camp.



The Area Marketing Officer Kishtwar gave the innovative ideas of Marketing like e-marketing and attractive Packaging, Labeling, Branding and Marketing techniques. He also encouraged the farmers to avail the opportunities to export their products not only to different parts of the country but also to different countries outside India.





AREA MARKETING OFFICE DODA

AMO Office Doda held a meeting with chief Animal Husbandry Officer Doda regarding identification of beneficiaries and further processing of applications under PM FME - ODOP Sceme



AREA MARKETING OFFICE SOPORE

AGMO Sopore along with staff and the Engineering Wing of the Department visited F & V Market Sopore regarding auctioning of iron electric poles and scrap iron items for further necessary formalities.

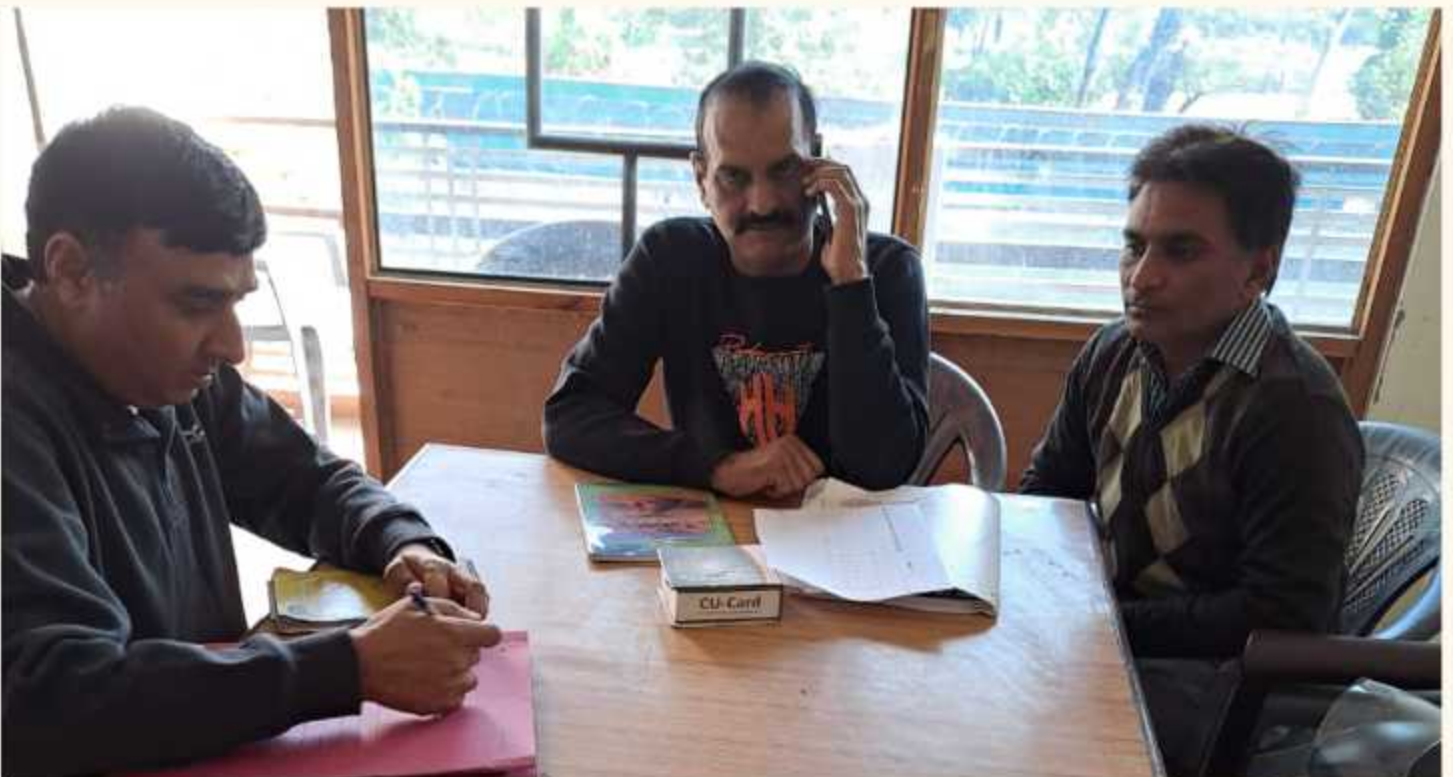


AREA MARKETING OFFICE JAMMU

AGMO Bishna had a meeting with the members of Bhatyari Agri & Dairy Marketing Cooperative Ltd. Bishnah with regard to functioning of the Society



M.I Bishnah visited the Office of AEO Nagrota reg. collection of farmers' data for registration on eNAM portal



AREA MARKETING OFFICE DELHI

Overwhelming response by the visitors at IITF Pragati Maidan Delhi at the Departmental Stalls. The representatives of FPOs/Cooperatives are getting good no. of business contacts during this ongoing fair.



THANK YOU
DIRECTORATE OF HORTICULTURE
PLANNING & MARKETING
J & K Govt.