



**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**



04-11-2022

AREA MARKETING OFFICE UDHAMPUR

AMO Udhampur visited Panchayat Marothi in Latti block Udhampur to identify the spot for Farmers' Direct Market as per the instructions from Office of the MoS PMO DOPT Delhi. The AMO Udhampur was accompanied by Naib Sarpanch, Patwari and prominent residents of the Panchayat.



A spot was selected by the Panchayat members. They were asked to pass a Panchayat resolution in this regard and submit it for further process.



A camp in collaboration with Labour Department was held inside F & V Market Udhampur for registration & issuance of E-Shram cards to the labourers working in the Mandi



Officials of AMO Office Reasi alongwith DRP Reasi attended B2V4 programmes at Panchayat Seela, Talwara, Panasa and Panthal aware the PRIs and public regarding PMFME & AIF Scheme.



AREA MARKETING OFFICE DELHI

AMO Delhi had a meeting with Client Manager and the Engineers of Tata Power Delhi Distribution limited to chalk out the strategy for reduction of charges on account of electricity.



AREA MARKETING OFFICE SOPORE

AMO Sopore conducted an exposure tour of progressive growers to Wanposh Foods & Spices Sopore regarding avenues in the food processing sector. Mr. Faisal MD of the firm gave an overview of the sector and opportunities for the youth.





The Officer also inspected the work of water channel along the banks of river Jhelum at Sopore



AREA MARKETING OFFICE RAMBAN



M.I AMO establishment Ramban held a meeting with Sarpanch and other progressive growers of Panchayat Thopal, Batote and gave awareness about various CS Schemes.

15:59 ✓✓

AREA MARKETING OFFICE KULGAM

AMO Kulgam along with field staff visited the area of Akhal Devsar and interacted with growers & educated them about the latest techniques of grading and packing and also made them aware about the different centrally sponsored schemes in post harvest management.



AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara along with Marketing Inspector checking Quality and Grading of Apple at Fruit and vegetable Market Handwara



AREA MARKETING OFFICE KATHUA

AMO Kathua convened a meeting with the stakeholders of the Fruit Mandi Kathua regarding various subjects which include e-Shram & e-NAM and issues related to desilting, sanitation etc



AREA MARKETING OFFICE BARAMULLA

AMO Baramulla convened a meeting with the President Fruit and Vegetable Association Baramulla regarding various issues



AREA MARKETING OFFICE BUDGAM

Area Marketing Officer Budgam alongwith Marketing Inspector today visited the Office of Chief Animal Husbandry Officer (District Nodal Officer ODOP) to fix the tentative dates for conducting awareness camps for propagation of various Government Schemes particularly ODOP (PMFME) in the district.



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