



**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**



**07-01-2022**



## JOINT DIRECTOR

Horticulture Planning & Marketing Joint Director attended today an online Annual Training/Planning Workshop (ATPW-2022) of MANAGE

MANAGE is considered among the most pioneering, innovative, self-supporting Agricultural Management Institutes of the World facilitating the Acquisition of Managerial and Technical skills by Extension Officers, Managers, Scientists and Administrators in all sectors of Agricultural Economy enabling to provide most effective support and services to Farmers for practicing sustainable Agriculture





## AREA MARKETING OFFICE KULGAM

AMO ESTABLISHMENT KULGAM under the dynamic leadership of

Mr. Khan Mukhtar has been conferred

SKOCH PUBLIC SERVICE AWARD 2022

for their outstanding efforts to bring the Horticulture Sector on digital Platform

SKOCH GROUP is a leading Think Tank of India dealing with socio-economic issues with a focus on inclusive growth since 1997

**"Congratulations Mukhtar Sahib for bringing laurels to the Department" .....**  
*Complements from Director Horticulture Planning & Marketing*



**AMO Kulgam ensuring that fruit of the traders doesn't get damaged due to rain and snow**







### AREA MARKETING OFFICE JAMMU

Official of AGMO Office Akhnoor visited Koushal Jammu Milk Producers Co Limited (KJMPCL), an FPO and met its M D Smt. Sushma Devi and educated her about departmental schemes, PMFME (ODOP) Scheme etc.





**Officers/Officials of AMO Office Jammu interacted with dry fruit traders of F & V Market Narwal for getting them registering on e-NAM portal**



**AREA MARKETING OFFICE ANANTNAG**

**AMO Anantnag interacted with Mr. Abdul Kaleem Dar regarding registration process of FGCM Society in Jablipora Anantnag.**





Registration of applicant Bashir Ah. Wani Prop. Wani Bakery Qazigund for upgradation of his Bakery unit under PMFME Scheme by AGMO office Qazigund



The Officer along with staff also motivating of Dry Fruit Processors to adopt PMFME Scheme





## AREA MARKETING OFFICE KUPWARA

AMO Kupwara in a meeting with Dy. Director Kashmir regarding some official matters



Marketing Inspectors of Area Marketing Office Kupwara educating Fruit Traders about usage and benefits of Intello App at Fruit Mandi Handwara





## AREA MARKETING OFFICE UDHAMPUR

AMO Udhampur conducted a meeting to discuss the various developmental works, achievements and future tasks. Newly appointed DRPs for Udhampur, Reasi districts were also called and introduced to ODOP





**AREA MARKETING OFFICE BARAMULLA**

**AGMO Baramulla educating the growers the benefits of efficient grading/packing & other programs of the Department**



**AREA MARKETING OFFICE KOLKATA**

**Marketing Inspector Kolkata accessing market trends of agri/horti produce of the UT in Kolkata markets**







**AREA MARKETING OFFICE BUDGAM**

**Marketing Inspector of AGMO Office Chadura along with official held meeting with Member/Accountant of FGCM society (Hyder Malik) Chadura and motivated him for the revitalization of the said Society**





**AREA MARKETING OFFICE DELHI**

**Officers/Officials of AMO Office Delhi surveying Delhi markets in connection with potential scope for marketing and sale of Horticulture produce of the UT**





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