



**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**



31-01-2022

AREA MARKETING OFFICE KULGAM

Area Marketing Officer while on tour to different major agricultural/horticultural marketing platforms of other States continue to explore the latest marketing initiatives/strategies, e-marketing techniques adopted by these platforms/enterprises/entrepreneurs





AREA MARKETING OFFICE KATHUA

AGMO Kathua and representatives of Reliance Fresh collecting registration forms from progressive orchardists at Dahoti in Amala Panchayat of Kathua



Strawberry growers of Kathua district being registered by Reliance Fresh representative at AMO Office Kathua



AREA MARKETING OFFICE BANGALURU

Managing Director of HOPCOMS BENGALURU visited AMO Office Bengaluru and showed keen interest in direct purchase of Fresh and Dry Fruit from J & K. Horticultural Producers' Cooperative Marketing and Processing Society popularly known by its acronym, HOPCOMS is a farmers' society founded in 1965 for direct marketing of farm produce



AREA MARKETING OFFICE SRINAGAR

Area Marketing Officer Srinagar along with staff monitoring sanitation work in Fruit Mandi Parimpora Srinagar



AREA MARKETING OFFICE DODA

AMO Doda along with staff interacted with the farmers of Anora Ghat and educated them about departmental activities



The Officer also had a meeting with the prominent growers of Bhandarwah n Hambal area and advised them to form a Cooperative Marketing Society



AREA MARKETING OFFICE SHOPIAN

As a recognition to the commendable services towards the farming community by AMO Office Shopian the District Administration Shopian has awarded Certificate of Appreciation to Mr. Sikender Mehmood Area Marketing Officer Shopian
Huge applause to the Team Shopian



AREA MARKETING OFFICER BARAMULLA

A M O Baramulla demarcating of shopsites at Fruit Mandi Kanispora Baramulla



Possession letters were also issued to allottees of the Mandi



AREA MARKETING OFFICE KUPWARA

Deficiencies in ODOP Cases under PMFME being worked out by DRP in a meeting with Area Marketing Officer Kupwara



Transforming Fruit Business from traditional practices to
e-MARKETING & DIGITAL TRADING
in different Fruit Markets of the U T hits the Headlines of many
Magazines/Newspapers

as

WORLD'S LARGEST HORTICULTURE EXCHANGE

Praman.ai

creates widespread excitement at Fruit Mandies Kulgam, Shopian, Pulwama,
Sopore etc



<https://roshankashmir.net/2022/01/31/decades-on-budgam-villagers-keep-date-with-traditional-grinding-mill-aab-e-gratte>

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