



**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**



19-02-2022

DIRECTOR

Horticulture Planning & Marketing along with Dy. Director (K), Dy. Director (C) visited Fruit and Vegetable Market Parimpora Srinagar in connection with the inauguration of Grading Line Machine installed by Intello Lab India. The Direction also had an interaction with the traders of Fruit Association Parimpora regarding the issues pertaining to the construction of Cold Storage and pending lease deeds.



The Director also had a briefing with the Media Personnel about the initiatives of the Department particularly about installation of the latest scientific machinery and use of Artificial Intelligence Tools in all the Fruit Markets of the U T for standardised grading/packing of apple for in better returns to the marginal growers



AREA MARKETING OFFICE JAMMU

Deputy Director Jammu alongwith AGMO and Marketing Inspector Samba visited Apni Mandi Tapyal (Ghagwal) Samba to take stock of the ongoing developmental works/immediate requirements for making the Mandi fully functional. Later the Dy. Director (J) had a virtual meeting with the AMOs of Jammu division in connection with various updates, issues, pertaining to the Offices and Fruit Markets of Jammu Division



AREA MARKETING OFFICE KATHUA

AMO, AGMO and MI Kathua held an awareness camp at border village Punjgrain Sherpur Hiranagar. Apart from Sarpanch, Naib Sarpanch, Manager J&K Bank Kootah, FLC from LDM Office Kathua, officials from NRLM, a number of farmers and rural women participated in the awareness camp. It was impressed upon the participants to shift towards orchards of high density mangoes, Jackfruit, Spota, Strawberry and to cultivate ginger, garlic and turmeric. Villagers were also briefed about the PMFME ODOP scheme, E-NAM and vast network of Departmental Mandies all over J&K.



AREA MARKETING OFFICE PULWAMA

AMO Pulwama along with the Pruning Experts from Horticulture Department educating farmers about efficient pruning



Construction of 3rd Auction Platform has started in Fruit Market Pachihaar



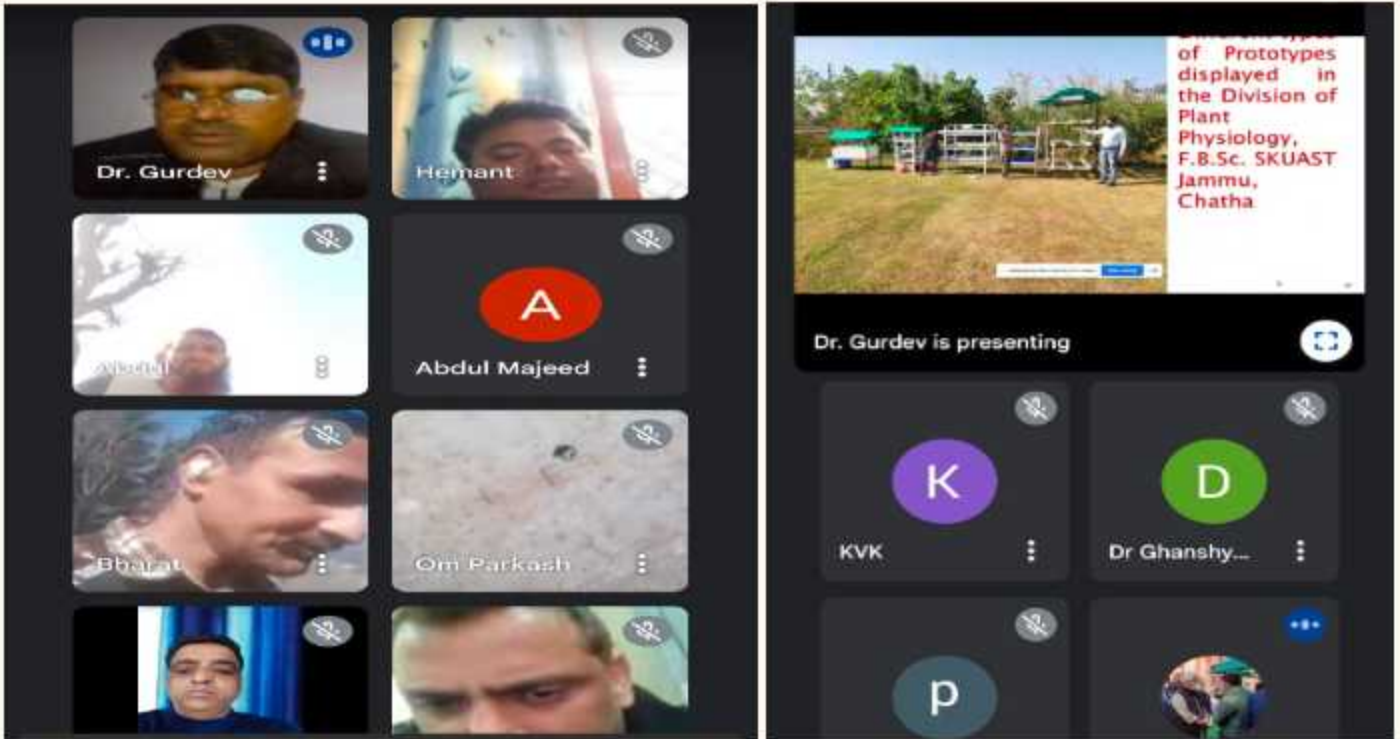
AREA MARKETING OFFICE BARAMULLA/SOPORE

AGMO Pattan visited Nehalpora Batpora i c w the constitution of New Fruit Growers Cooperative Marketing Society



AREA MARKETING OFFICE DODA

AMO Dada attended an online awareness programme on Hydroponics organised by KVK Doda. Officers and officials from allied Departments and progressive growers of the area also participated in the meeting



AREA MARKETING OFFICE UDHAMPUR/REASI

Ex. Surpunch Sh.Kewal Singh from Reasi was allotted shopsite by AMO Office Udhampur in Fruit Market Udhampur under farmer category and submitted documents for execution of lease deed etc



AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara educating Community Resource Persons of NRLM Block Kupwara about ODOP PMFME Scheme and later inspected the trade practices of Dry Fruit at Fruit Mandi Kupwara



AREA MARKETING OFFICE GANDERBAL



Establishment of AMO Ganderbal

Demarcation of shopsites in
progress at F and V Market
Zazna Ganderbal



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