



**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**



22-02-2022

DIRECTOR

Horticulture Planning & Marketing today discussed various issues of the Department with the Divisional Commissioner Kashmir which included establishment of Fruit Markets in Central Kashmir (Dry) and district Bandipora, allotment of shop sites at Aglar Shopian, demarcation of Fruit Market Parimpora Sgr, shifting of police post from Sopore Fruit Market etc.



AREA MARKETING OFFICE KATHUA

AGMO and MI Kathua attended a meeting with SDAO Dayalachak regarding details of progressive growers of Turmeric in Hiranagar zone of Kathua.



AGMO and MI Kathua also visited the Turmeric farm of Sh. Surinder Singh at Marheen Hiranagar Kathua and collected samples for exploring buyers for the grower



AGMO and MI Kathua also participated in an awareness program for women FPO, organized by Agriculture Department Kathua at Jhandi Hiranagar Kathua. While addressing the gathering AGMO Kathua assured the SHG women of full support from the Department for value addition, grading, packing, branding and marketing of the produce.





AREA MARKETING OFFICE PULWAMA

AMO Pulwama along with staff and ODOP-Dairy applicants visited Haleeb Dairy Farm Pulwama and discussed issues and prospects of the diary products





AREA MARKETING OFFICE UDHAMPUR/REASI

AGMO Reasi and GMI participated in an awareness camp at Bharakh organized by SKUAST/KVK Reasi in collaboration with NABARD Reasi to form a Bee/Honey village. AGMO & M I encouraged the farmers for formation of Cooperative Marketing Societies, value addition etc



AREA MARKETING OFFICE BARAMULLA/SOPORE

AMO Baramulla and staff and the representatives of Infy-u Labs interacted with the farmers/growers at Kreeri Baramulla



Live demonstration of quality parameters by the representatives of Infy-u Labs before the growers at Kreeri Baramulla



AMO Baramulla along with staff and the representatives of Infy-u Labs at Northfresh C A Store Baramulla



AREA MARKETING OFFICE DODA

AMO Doda met the Beopar Mandal President and other progressive traders/growers of Assar Doda and sought the information about quantum of vegetables in the coming season



AREA MARKETING OFFICE SRINAGAR

Area Marketing Officer Srinagar along with M Is and DRP inspected the site at Lawaypora Srinagar where the beneficiary viz Danish Gulzar intends to establish a new Unit of Bakery under PMFME-odop Scheme



AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara attended an Awareness Camp on processing and marketing of Horticultural Produce organized by NAFED at Sogam Lolab Kupwara wherein the Officer educated the participants about the Departmental Programs, ODOP and benefits of formation of FGCM Societies



AREA MARKETING OFFICE JAMMU

Officials of AGMO Akhnoor completing the documentation process for registration of Jai Laxmi Fruit and Vegetable Cooperative Society at Nai Basti Akhnoor.



AREA MARKETING OFFICE ANANTNAG

AGMO Qazigund attended an official meeting with SDM Qazigund



AREA MARKETING OFFICE DELHI

Officials of AMO Office Delhi met with the traders of dry spices especially Amchur & Anardana to create market linkage for Horticultural Produce of J K





AREA MARKETING OFFICE BANDIPORA



**Establishment of AMO office
Bandipora creating awareness
amongst growers regarding revival
of cooperative societies.**



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J & K Govt.