



**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**



07-02-2022

CHIEF SECRETARY

J & K on Saturday visited Fruit & Vegetable Market Narwal Jammu in connection with the status of ongoing developmental/construction works under Smart City Project. The Chief Secretary was accompanied by the Principal Secretary to Govt. Housing and Urban Development Department, Divisional Commissioner Jammu, Municipal Commissioner Jammu and other Officers.



DIRECTOR

Horticulture Planning & Marketing briefed the Chief Secretary about developmental works in Fruit Mandi Narwal under Smart City Project and also about the measures taken/to be taken by the Department to make the Mandi functional on modern scientific lines





AREA MARKETING OFFICE UDHAMPUR/REASI

AMO Udhampur had a meeting with the prominent farmers of Chennai, Basht, Sansone regarding nomination of members for the proposed Farmers' Cooperative Marketing Society Chennai. The farmers/PRI's present were also educated about post harvest management of their produce, ODOP, direct marketing etc



AREA MARKETING OFFICE KATHUA

AGMO and MI Kathua participated in an awareness camp for growers of Logate Panchayat at Panchayat Ghar Upper Logate. Apart from Chairman BDC Kathua, Sarpanch Logate, Head KVK Kathua, Manager J&K Bank, officials from NRLM, a number of growers from Logate Panchayat were present. A number of growers were guided and got registered with Reliance Fresh. Growers were asked to go for production of Jackfruit, Jimikand, Kathal, Harad, Moringa, Tarad apart from citrus fruits so as to avoid monkey menace.





AGMO and MI visited the Mango Orchard of Sh. Devi Dass at Narayanpur in Barnoti block of Kathua. Information regarding diversification of produce to different markets, intercropping to grow ginger, turmeric in between mangoes trees, Reliance Fresh etc was disseminated on the occasion



AREA MARKETING OFFICE RAMBAN

AMO Ramban held a meeting with the proposed Ladwal Fruit & Vegetable Growers Marketing Society which was attended by Sh Darshan Chand and Sh Prem Chand (Organizers of the proposed Society).



AREA MARKETING OFFICE SOPORE

AMO Baramulla /Sopore alongwith M I attended meeting with Dy Director Kashmir about various issues regarding Sopore Mandi



AGMO Fruit Mandi Sopore on Saturday met Ex. Engineer PDD Sopore regarding shifting of 11000KV electric line passing through the Mandi



AREA MARKETING OFFICE KUPWARA

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



AREA MARKETING OFFICE DODA

AMO Doda along with Engineering Wing and the Contractor visited Kanderi Nalla Assar Doda in connection with developmental works of Farmers' Market



AREA MARKETING OFFICE KULGAM

AMO Kulgam carried out market inspection to check the quality/pricing of various fruits arriving from outside into Kulgam Mandi





AREA MARKETING OFFICE GANDERBAL



Establishment of AMO Ganderbal

**Meeting with Manager Batwina
FGCMS regarding conducting of
Elections**



AREA MARKETING OFFICE JAMMU

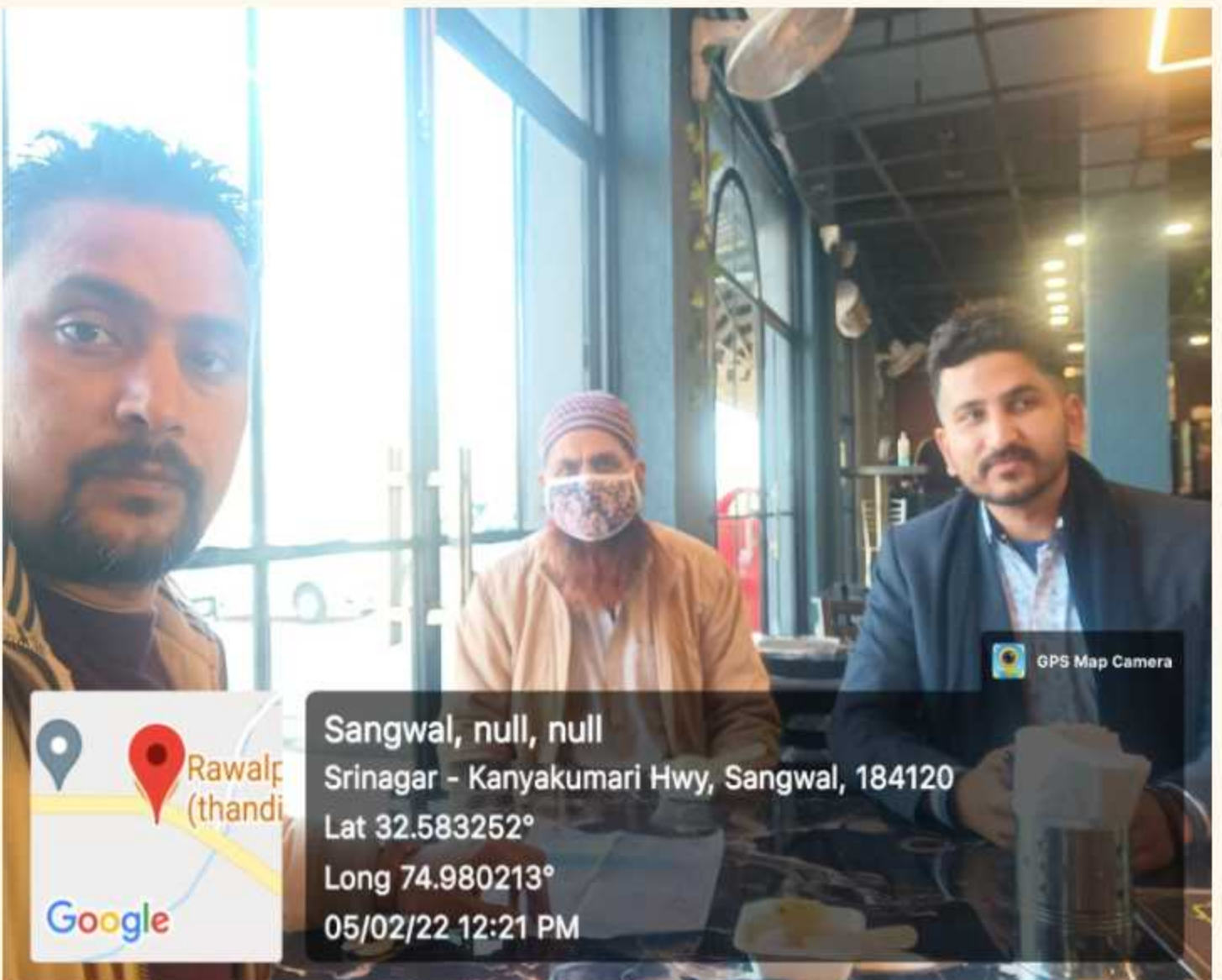
AGMO Office Akhnoor organised an awareness programme for progressive farmers/growers at Marh in collaboration with the Department of DoA & FW with an aim to educate the participants about different Department Schemes and other programmes for their welfare. A large number of progressive farmers participated in the event. The programme was inaugurated and chaired by the AMO Jammu. The scope and prospects regarding marketing of agricultural/horticulture produce, eNAM, different schemes/programmes being implemented by the department for the welfare of the farming community were discussed in detail. The other dignitaries present in the programme include Mr Sanjay Kesar, Member Kissan Advisory Board, J&K Govt, Mr Ajay Chowdhary, AEO, Marh and Mr Ghasita Ram, Sarpanch



M. I. Bishnah visited JCC Bank R.S.Pura in connection with renewal of FDRs of FVGCM Societies of Bishnah Zone



AGMO and Marketing Inspector Samba visited Rawalpindi Sweets at Vijaypur and met with the owner Mr. Chahat Gupta i c w PMFME (ODOP) Scheme



AGMO and Marketing Inspector Samba also visited the retail outlet of Sh. Prashant Singh Charak at Bari Brahmana in connection with completion of formalities of his ODOP Case



AGMO Bishnah held a meeting with BPM-NRLM Bishnah regarding finalization of branding/labeling & packing/ packaging material for produce of SHG



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J & K Govt.