



**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**



08-02-2022

AREA MARKETING OFFICE KATHUA

AMO Kathua had a meeting with District Agriculture officer Kathua regarding preparations of awareness programme to be held at village Jandi, Hiranagar



AGMO and MI Kathua visited progressive sugarcane grower Mr Manohar Lal at Jangichack Hiranagar. He was guided and pursued to submit papers for uploading of his case for upgradation to semi automatic jaggery plant under PMFME ODOP scheme





AGMO and MI Kathua also visited the strawberry orchard of Sh Sahil Khajuria at Bharmal Dyalachak Kathua. Guided him about grading, packing and labeling, branding of the produce





AREA MARKETING OFFICE UDHAMPUR/REASI

AMO Udhampur held a meeting a AGMO Office Reasi with prominent growers of Reasi along with PRIs to discuss how to increase the stakeholders or growers in the Mari mandi Reasi and make it more a viable unit. The growers were asked to sell their produce directly from the Mandi



AREA MARKETING OFFICE RAMBAN

AMO Ramaban met Chief Planning Officer Ramban regarding ID and Password of ODOP cases under MSME



AREA MARKETING OFFICE SOPORE

AGMO Baramulla educating the growers at Hygam about grading in order to get better price of their produce



AGMO Pattan also convened a meeting with growers of Bochu Ranji Indergam at Hygam regarding the formation of FGCM Society. The growers were also asked to avail the benefits ODOF Scheme, utilization of plastic crates at subsidized rates



AMO Baramulla along with field staff checking construction of the Shops at F & V Market Kanispora



AREA MARKETING OFFICE ANANTNAG

AMO Anantnag along with staff visited vegetable cluster Raimbirpora Mattan and interacted with progressive vegetable growers regarding efficient marketing of their produce



AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara along with Marketing Inspectors checking the quality of Apple Produce at Fruit Mandi Handwara



AREA MARKETING OFFICE BUDGAM

M I Chrarisharief meeting Manager/Secretary FGMS Society Nagam regarding revitalization of the society



AREA MARKETING OFFICE SHOPIAN

AMO Shopian along with his field staff and AEE in Mega Fruit Mandi Aglar Shopian in connection with layout of Phad No.12. & who also discussed layout of proposed shopsites with the AEE



GMI Shopian and DRP PMFME in the Office of GM DIC Shopian to discuss the deficiencies of some ODOP cases as observed during DLC meeting called by D C Shopian



AREA MARKETING OFFICE DODA

AMO Doda along with member of CSC Grammen visited Bheaderwah and met a processing unit holder of pickles n jam and discuss in detail about quantity, rates, packing etc



The Officer also had a meeting at A M O Office Doda along with CSC Grammen member and progressive growers & discussed the further course of action



AREA MARKETING OFFICE SRINAGAR

MIs of AMO Office Parimpora at Fruit Association Office Parimpora regarding outstanding of license fee and pending list of the traders to whom the licenses are to be issued



AREA MARKETING OFFICE KULGAM

AMO Kulgam visited Valley Top Foods & Spices Pahloo for its inspection as NAFED has already approved their samples for supply of 500 bottles of spice cake under ODOP component of branding and marketing. The unit is very meticulously managed and the quality of spice is remarkable. The approved product will be officially launched by NAFED from Kulgam.





AREA MARKETING OFFICE GANDERBAL



Establishment of AMO
Ganderbal
Meeting with SMS FPO
Ganderbal regarding formation
of FPO for grapes at Repore Lar
ganderbal

AREA MARKETING OFFICE JAMMU

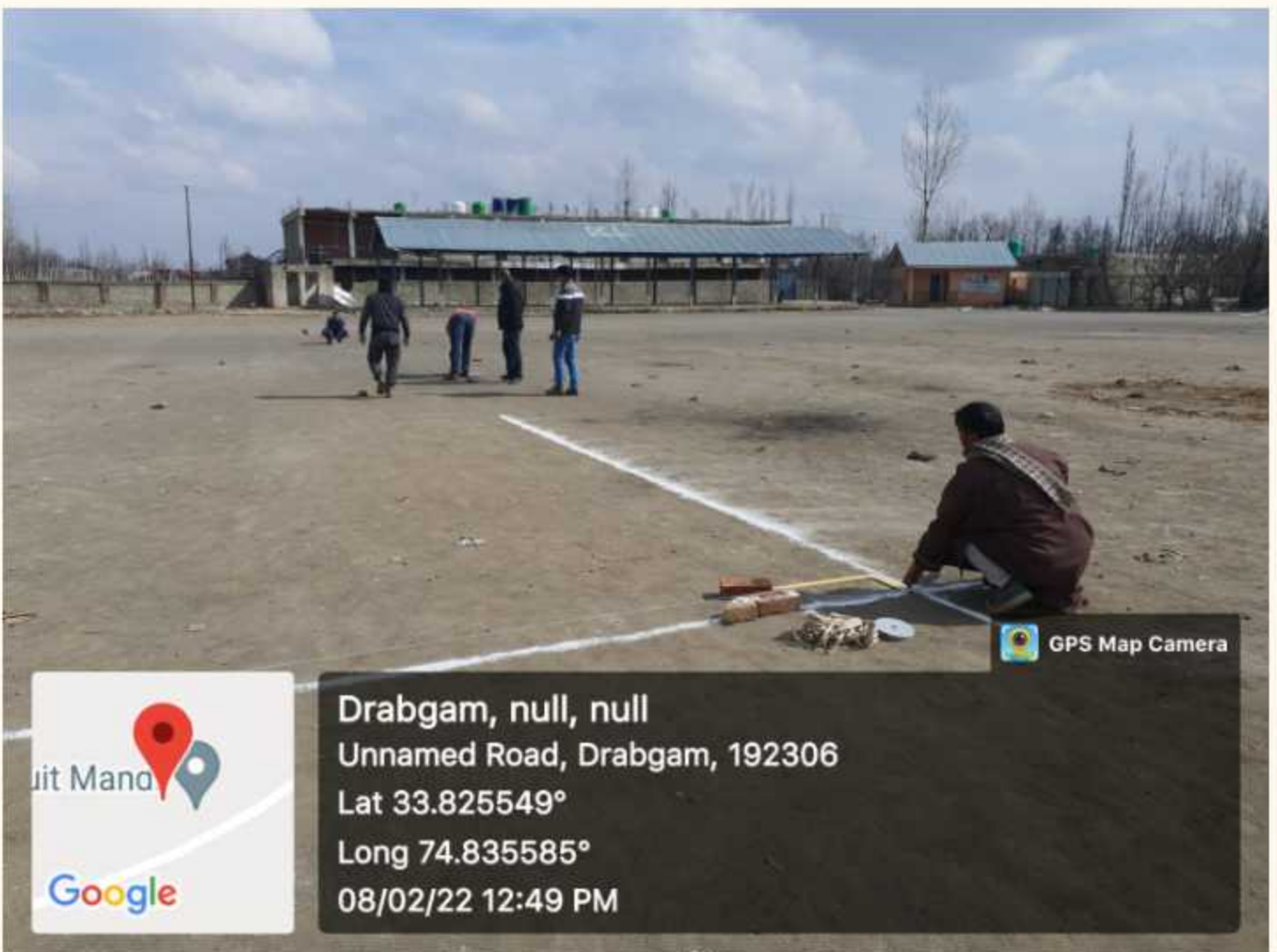
AMO Jammu had a meeting with one of the Managers of Best Price (wholesale mall) which is under process of merger with Flipcart wherein he was requested to purchase directly from our growers



AGMO Bishnah convened a meeting with members of proposed Cooperative Society for finalization of formalities/documentation



Layout for two more Auction Platforms being done at Fruit Mandi Pachihhaar



Fruit Mandi Pachihhaar
Google

Drabgam, null, null
Unnamed Road, Drabgam, 192306
Lat 33.825549°
Long 74.835585°
08/02/22 12:49 PM

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J & K Govt.