



**GOVERNMENT OF JAMMU & KASHMIR  
DIRECTORATE HORTICULTURE  
PLANNING & MARKETING**



( SERVING TO EMPOWER THE GROWER )

# **District-Wise details of Activities of the Department of Horticulture Planning & Marketing**



**14-03-2022**

## AREA MARKETING OFFICE PULWAMA

Officials of AMO Office Pulwama visited the Hi-tech Poly House at Hall Pulwama where different exotic varieties of organic vegetables are ready for sale. The growers present were educated about various schemes of the Department.



**AMO Pulwama along with AGMO taking stock of developmental works at Fruit Mandi Pachaar Pulwama**



**AREA MARKETING OFFICE DODA**

**AMO Doda attended a Workshop on scope of Lavender cultivation and its viability at Bhaderwah**





### **AREA MARKETING OFFICE KATHUA**

**AGMO and MI Kathua visited the farm of a progressive farmer Jagdish Singh at Kattal Brahmana in Kathua district. The farmer growing Cucurbits vegetables and watermelon on his vast land was advised to grow exotic vegetables under High tech Poly House and side by side also grow mushroom, ginger, garlic, turmeric and also to grow exotic fruits like strawberry, litchi, Spota etc.**



## AREA MARKETING OFFICE KUPWARA

**Progressive Fruit Growers of Kupwara were given awareness by the Area Marketing Officer Kupwara about CSS/Schemes of the Department under Horticulture Sector**



## AREA MARKETING OFFICE SHOPIAN

**AMO Shopian along with his field staff in Mega Fruit Mandi Aglar Shopian monitoring the progress of developmental works in the Mandi.**



## AREA MARKETING OFFICE BARAMULLA/SOPORE

AMO Sopore along with staff checking the status of shopsites viz execution of lease deeds, liquidation of premium and license fee.



## AREA MARKETING OFFICE RAMBAN

AMO Ramban along with staff on Sunday attended Mahu Valley Festival at Khari Banihal and had an interaction with the attending farmers and PRIs there



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### **AREA MARKETING OFFICE JAMMU**

**Official of AGMO Office Akhnoor visited Big Basket Office in Subash Nagar, Jammu and met its owner Mr Ashish and provided him Solar Dried Amla Powder collected from Mr Sham Lal for further marketing through online platform**



**Developmental Works in progress at Farmers' Market Doda & Fruit Mandi Kankote Poonch**





### **AREA MARKETING OFFICE UDHAMPUR**

**AMO Udhampur-Reasi accompanied by GMIs visited strawberry progressive grower at Dibber and enquired about the production/marketing**





**MI Udhampur met Sh.Tilak Raj Sharma Member Kisan Advisory Board regarding their initiative for lemon grass oil selling under brand name Sirah having its many medicinal values.**



### **AREA MARKETING OFFICE BUDGAM**

**M Is of AMO Office Budgam during field visits in district Budgam interacted with growers and vegetable growers apprising them about prescribed fertilizers and various schemes of the department**



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