



**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**



**22-03-2022**

## DEPUTY DIRECTOR ( C )

attended a Seminar organized by NABARD regarding Role of FPOs and Cooperatives and introduction of modern technology in Horticulture/Agriculture Sector. The Dy. Director highlighted the initiatives and efforts of the Department in order to boost the horticulture sector of the U T with an objective to have optimum post harvest management system for best possible returns to the farming community





### **AREA MARKETING OFFICE KATHUA**

**AGMO and MI Kathua held an awareness camp for turmeric and other crops growing farmers at Panchayat Ghar Gaghror in Basohli. The awareness camp was attended by a number of growers, HDO, AEO and Sarpanch of Gaghror Panchayat. Farmers were asked to grow turmeric for commercial purpose and also try their hands on Jackfruit, Jimikand, ginger, garlic, Harad, Behra, Tarad, Arjun, Ashwagandha and vegetables apart from maize, rice & wheat**





**The Office is also exploring markets for Lily Flower Sticks available in abundant quantities in Kathua for sale.**



## AREA MARKETING OFFICE DODA

Area Marketing Officer Doda/Kishtwar along with GMI on Monday accompanied the Team from Mumbai consisting of Dr Parkash Kundrakar, Mis Ruchta Rani and Shuben Tandon to different spots of district Doda which includes Indo - Italian Olive orchard at Pranoo, Lavender Oil Processing Unit of Innovative Awardee Mr Bharat Bushan at Khaleni Top . Large number of lavender Growers attended the event and held a detailed discussion with the visiting team and appreciated the Departmental efforts



The Officers also held a meeting with the owner of Cedar Wood Oil at guest House Bharderwah



The Officers today visited M/s Natural Essential Oil Industrial Estate Dandi Bhaderwah to accompany the Mumbai Team to assess the marketing/ exports etc



one



three



two



four



TEXTURE FILM

## AREA MARKETING OFFICE BARAMULLA/SOPORE

Officials of AMO Office Sopore verifying record for issuance of possession letters in favour of the allottees at F&V Market Sopore



## A VIRTUAL MEET ON e-NAM

was held by e-NAM Coordinator Mr. Jameel Jeelani which was attended by the Officers/Officials of the Department from both Jammu as well as Kashmir divisions





## AREA MARKETING OFFICE PULWAMA

AMO Establishment Pulwama inspected vegetable licenced traders of F & v Market Pulwama to shift their trade to Fruit Mandi Prichoo Pulwama



## AREA MARKETING OFFICE ANANTNAG

AMO Anantnag alongwith AGMO & GMI visited Terminal Market Jablipora to check the status of the ongoing developmental works being executed through HPM Engineering wing.



## AREA MARKETING OFFICE KULGAM

**One day Seminar was held at AMO Office Kulgam for launching preparation of e-Agri Mandi being created by young educated local Apple Growers of Kulgam with technical guidance from the Office**



**VISHESH MAHAJAN**  
**( JKAS )**  
**DIRECTOR**  
**Department of Horticulture**  
**(Planning & Marketing)**  
**J & K Govt.**