



**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**



24-03-2022

DEPUTY DIRECTOR (K)

presided over the Awareness Camp organized by AMO Office Budgam at Fruit Mandi Zaloosa Chrarisharief on Wednesday wherein a good number of growers/traders participated. The participants were educated about the Departmental Programs /Schemes and latest methodology of post harvest handling and marketing of the produce. The Dy. Director interacted with the growers and had a patient hearing of their problems/issues and assured them early resolution of their grievances



DEPUTY DIRECTOR (K)

today chaired the Works Plan meeting for the year 2022-23 for Kashmir Division chaired by the Deputy Director Kashmir which was attended by all AMOs of Kashmir Division



AREA MARKETING OFFICE RAJOURI

AMO Office Rajouri organized an awareness camp at Dandesar, Nowshera on Wednesday wherein the various activities/initiatives/schemes of the Department were shared with the growers/farmers





AREA MARKETING OFFICE KULGAM

AMO Kulgam along with staff on Wednesday had an extensive visit to fruit orchards of Devsar i c w imparting technical guidance reg spray schedules and other pre harvest activities



AGMET-2021

The Officers/Officials deputed to SKAUST-K to attend the AGMET-2021 Seminar on Managing Weather and Climate Risk in Agriculture established Departmental Stall at the Venue and during the course of events Hon'ble Advisor to LG Sh. Rajiv Rai Bhatnagar visited the Departmental Stall





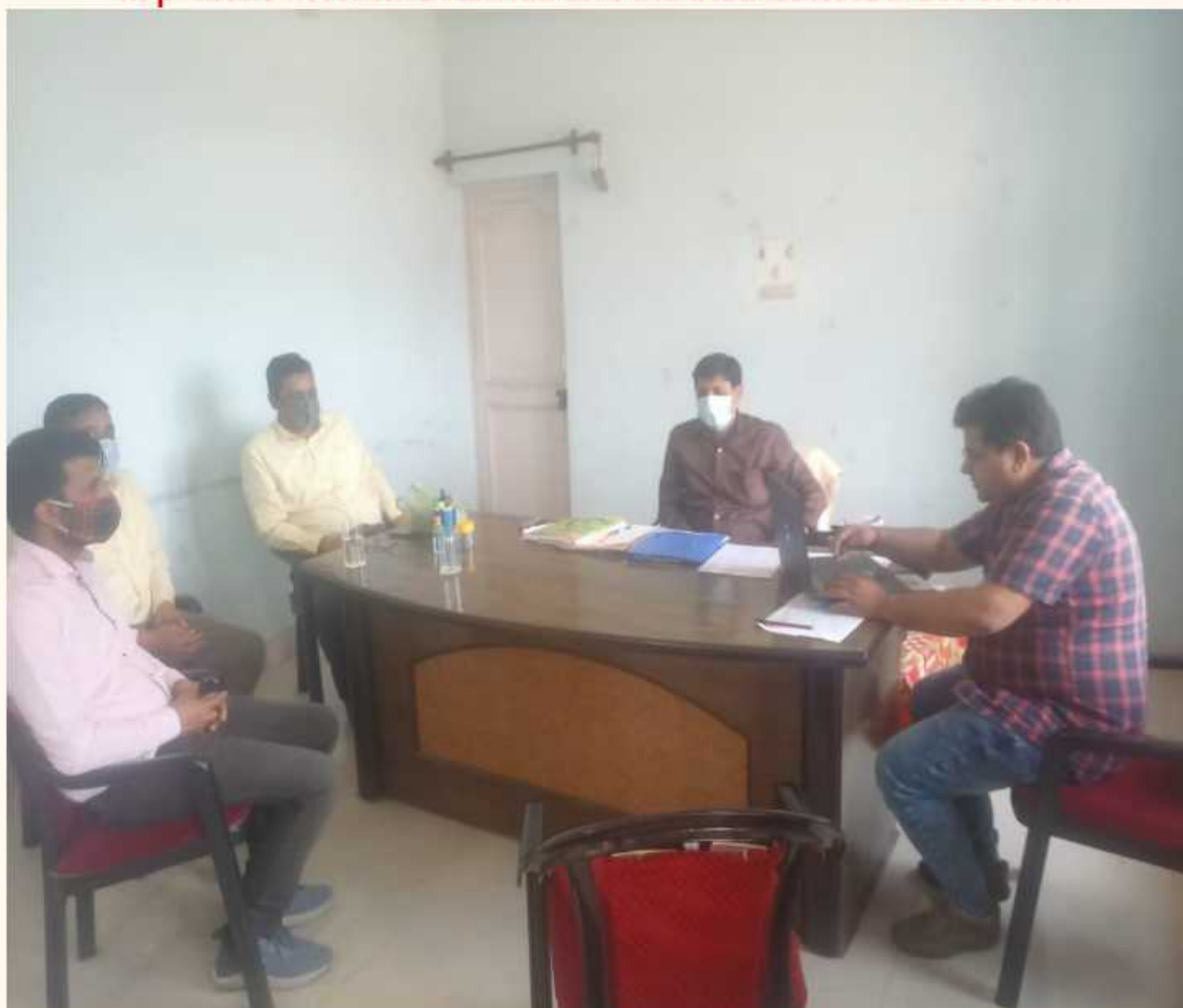
AREA MARKETING OFFICE KATHUA

An awareness camp was organized by AGMO and MI Kathua at Panchayat Ghar Gaghror for womenfolk. The rural women were apprised about the cooperative society movement and its benefits and were advised to form a Cooperative Society





PMFME ODOP aspirants were briefed about the scheme by the AMO Kathua in presence of AGMO Kathua and the District Resource Person.



AREA MARKETING OFFICE DODA

Official of AGMO Office Akhnoor along with A.D (Transport) yesterday handed over samples of Desi Aonla collected from Sungal village of Akhnoor for chemical analysis and processing to Dr.Parkash Kondekar (Advisor CASMB) and Ms Ruchita Rane, J & K Head Policy Advocacy Research Center-PARC.



AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara yesterday participated in a one day Awareness Programme of the Horticulture Department at Town Hall Kupwara and delivered a comprehensive lecture on Role of the Department in post harvest management of Agri./Horti. Produce



AREA MARKETING OFFICE BARAMULLA/SOPORE

Awareness Camp under the title of "KISSAN 1st" was held yesterday at Palhallan Baramulla by HDFC, Indian Society of Agribusiness Professionals in collaboration with AMO / AGMO Offices of Baramulla in which number of growers participated. During the interaction with growers the experts of all organizations educated the growers about soil testing, pre harvest & post harvest management, pesticides schedule, grading & packaging, mechanical grading, digital marketing etc The growers appreciated all the experts for updating them with latest technology



Two applicants approached AMO office Sopore for establishing a fresh unit under ODOP scheme at Dooru Sopore. Agmo Sopore educated the applicants regarding the benefits of the scheme and applicants agreed to start the process for establishment of the unit under the scheme.



AMO Sopore had a meeting with XEN Construction Division regarding demarcation of shopsites at Sopore.



AREA MARKETING OFFICE JAMMU

AGMO Samba and field staff held a meeting yesterday with progressive growers from block-Ghagwal with regard to the PMFME (ODOP) Scheme, besides educated the growers for marketing of produce from Apni Mandi Tapyal.



AREA MARKETING OFFICE UDHAMPUR

A team of executives from PARC, Naturopathy and Yoga, Chamber of Commerce Kannauj yesterday visited Udhampur office for market study and held healthy interactions as to how field data is to be collected at farm level with the cognizance of bottlenecks for framing future strategies in post harvest management yielding larger benefits to the farmers.



AMO Office Udhampur-Reasi yesterday visited the Dera Babber and conducted awareness programme of about 10-12 growers where in PRIs and progressive growers of the village apprised about the ODOP scheme, other post harvest activities and advised them to form Growers Co-operative Society for better remuneration of the local produce.



AREA MARKETING OFFICE RAMBAN

A group of farmers from Tandapani visited the office Area Marketing Officer Ramban who were briefed about how to form of Pulses Cooperative Society so that all the farmers are facilitated with direct marketing facilities



AREA MARKETING OFFICE ANANTNAG
AGMO Qazigund monitoring smooth restoration of Apple loaded trucks from valley towards different markets of the Country



AREA MARKETING OFFICE PULWAMA

Fruit growers of Rajpora Pulwama yesterday approached the office of AMO Pulwama regarding requisition of plastic crates and were assured all possible assistance



AREA MARKETING OFFICE DELHI

Officers/Officials of AMO Office Delhi visited yesterday different agri/horti markets of Delhi for exploration of market/buyers for J K produce



Officials of AMO Office Delhi today visited various Masala Wholesale Traders to explore the market & sale of turmeric, anardana & other spices of J K



VISHESH MAHAJAN
(JKAS)
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(Planning & Marketing)
J & K Govt.