



**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**



**31-03-2022**

## OFFICE OF THE DEPUTY DIRECTOR KASHMIR

organized an Awareness Camp on eNAM for farmers/growers/traders/commission agents/transporters at AMO Office Parimpora Srinagar today under the Chairpersonship of Dy. Director Kashmir wherein the eNAM North Head Mr. Jameel Jeelani and M Is described the latest and updated features and benefits of eNAM to ease out the trading on the Platform.





### DEPUTY DIRECTOR (K)

along with Officers/Officials of AMO Offices Budgam, Baramulla and Kupwara gave yesterday/today warm send off to Mr. Gh. Muhammad Bhat, Mr. Mohd. Sultan Parra, Mr. Farooq Ahmad Wani and Mr. Gh. Hassan Malik during impressive functions at the respective Offices who retired from government service today on 31st March 2022 on their superannuation. The Department wishes happy, healthy and prosperous post-retirement life to all the retiring Officials.







**Assistant Director (G & P) and other Officers of the Department had a meeting with the Chief Executive Officer ICICI on Wednesday**



## AREA MARKETING OFFICE UDHAMPUR

AGMO Reasi on Wednesday visited strawberry field of Sh Kamal Singh & discussed packaging and marketing of the produce product with the grower



## AREA MARKETING OFFICE PULWAMA

AMO Pulwama in an awareness camp educating growers/farmers about departmental schemes, ethical grading of their produce at Pingalgam Pulwama





### AREA MARKETING OFFICE KATHUA

**AGMO and MI Kathua visited Uttari Panchayat on Wednesday and interacted with a PMFME ODOP aspirant and clarified his queries doubts about the scheme**



## AREA MARKETING OFFICE DODA

**AMO Doda on Wednesday interacted with fruit & vegetable traders and educated them about departmental schemes/initiatives and the importance of Farmer's Market Assar Doda. The Officer also visited the Market in connection with its developmental work**



**AMO establishment Doda today held a detailed meeting with the stakeholders of Fruit & Vegetable Market Paryoute Doda attended by Block Dev Chairman Doda Sarpachs and various PRIs members as well in order to make the Mandi functional**





# AMO OFFICE BANDIPORA



Establishment of AMO office  
Bandipora educating growers on  
benefits of shifting to modern  
packaging methods and direct  
marketing of fruits.



## AREA MARKETING OFFICE KULGAM

The Traders in Fruit Mandi Kulgam purchasing agri/horti commodities directly from the farmers of different States of the Country with an objective to reap the benefits of Direct Marketing for both the sellers and the buyers



## AREA MARKETING OFFICE KUPWARA

Fruit Growers of Langate yesterday visited the Office of AMO Office Kupwara where they were educated by Area Marketing Officer Kupwara about benefits formation of Co-operative Marketing Societies



## AREA MARKETING OFFICE SHOPIAN

AMO Shopian along with AGMO yesterday visited Mega F & V Mandi Aglar for inspection of ongoing developmental works in the Mandi where the work on Weighbridge and Auction Phads is in full swing



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192303  
Lat 33.756561°  
Long 74.856135°



### **AREA MARKETING OFFICE BARAMULLA**

**AGMO Baramulla participated in an awareness camp organized by FPO Merak Sahab at Block Office Wagoora Baramulla & advised the growers to avail the benefits of PM -FME ODOP and other Schemes of the Department**



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