



**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



11-04-2022

DIRECTOR

Horticulture Planning & Marketing J & K Govt. along with SSP Katra Sh. visited the DEPARTMENTAL STALLS at Katra established during NAVRATRI Festival on the concluding day (Sunday) and issued the Appreciation Certificates to Progressive Farmers and SHGs who participated in the Exhibition cum Sale Points objectively to encourage the local Farmers/Growers/SHGs/Cooperative Societies to promote and market/sell their produce directly to the consumers



This innovative Program under the versatile and pragmatic leadership of the Director has been widely appreciated and the overwhelming participation of the Stakeholders and assistance, arrangement and management of entire staff of the concerned Offices of the Department has been applaudable



On the concluding day the Department also offered a refreshment party to all the participants as token of appreciation for their good marketing skills, good communication with the visitors and for making the Program a success



AREA MARKETING OFFICE BUDGAM

Marketing Inspectors of AMO Office Budgam on Saturday at villages Ichgam and Sikandarpura Beerwah interacting with the growers in light of the Departmental Schemes, Programs and Initiatives



AMO Budgam alongwith M Inspectors visited under construction Apni Mandi at Khansahib to take stock of developmental works there. The Mandi is partially fenced and due to undulating topography and erosion of land the Mandi area is prone to landslides and needs immediate construction of retaining wall on three sides



AREA MARKETING OFFICE BANDIPORA



Establishment of AMO office Bandipora visited A K Enterprises, a milk processing unit to encourage the unit holder to avail the benefits of upgrading his unit under PMFME ODOP scheme.

AMO OFFICE BANDIPORA



Establishment of AMO office Bandipora educating growers regarding various departmental guidelines and GOI schemes.



AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara alongwith Marketing Inspector on Saturday educating Fruit Growers of Durspora Handwara about PMFME Scheme and Formation of Co-operative Marketing Societies



The Officer along with officials today held a meeting with the Fruit and Vegetable of Langate Zone regarding revitalization of Fruit Growers Cooperative Marketing Society Langate



AREA MARKETING OFFICE KATHUA

AMO Kathua alongwith GMI organized an awareness session at DAV College lachhipur Kathua wherein awareness was imparted on PMFME (ODOP) Scheme and an interactive session was also conducted Principal of the College DAV College appreciated efforts of the Department





REA MARKETING OFFICE PULWAMA

GMI's of AMO Office Pulwama visited C A Stores at Lassipora to ascertain the current market prices of apple. In addition awareness regarding different centrally sponsored schemes was given to the growers.





AREA MARKETING OFFICE ANANTNAG

AGMO Anantnag alongwith GMIs visited village Hatigam, met progressive growers and discussed various schemes of the Department. Besides they were also educated about benefits of Fruit Marketing Societies and preliminary data from the interested orchardists for formation of a FGCMs was also collected





AREA MARKETING OFFICE JAMMU

AGMO Samba attended GRAM SWARAJ UTSAV at Palli Baribrahmana where Sh. Sonmoni Borah Ji Joint Secretary Revenue as the Chief Guest The event was organized by D C Office Samba





AREA MARKETING OFFICE DODA

AMO Office Doda in collaboration with 4 RR Bharderwah & Gratitude Farms Ltd. organized an awareness camp at Nalthi Bharderwah wherein awareness was imparted to the participants about the departmental activities like providing marketing linkage, marketing channels. The Commanding Officer Sh. A K Singh and A D C Bharderwah Sh Dil Mir were also present in the Camp.





AMO Doda also on Saturday attended Public Grievance Redressal Camp chaired by D C Doda at Bhandarwah



AREA MARKETING OFFICE SRINAGAR

Area Marketing Office with M I at DDK Office Sgr i c w Official work

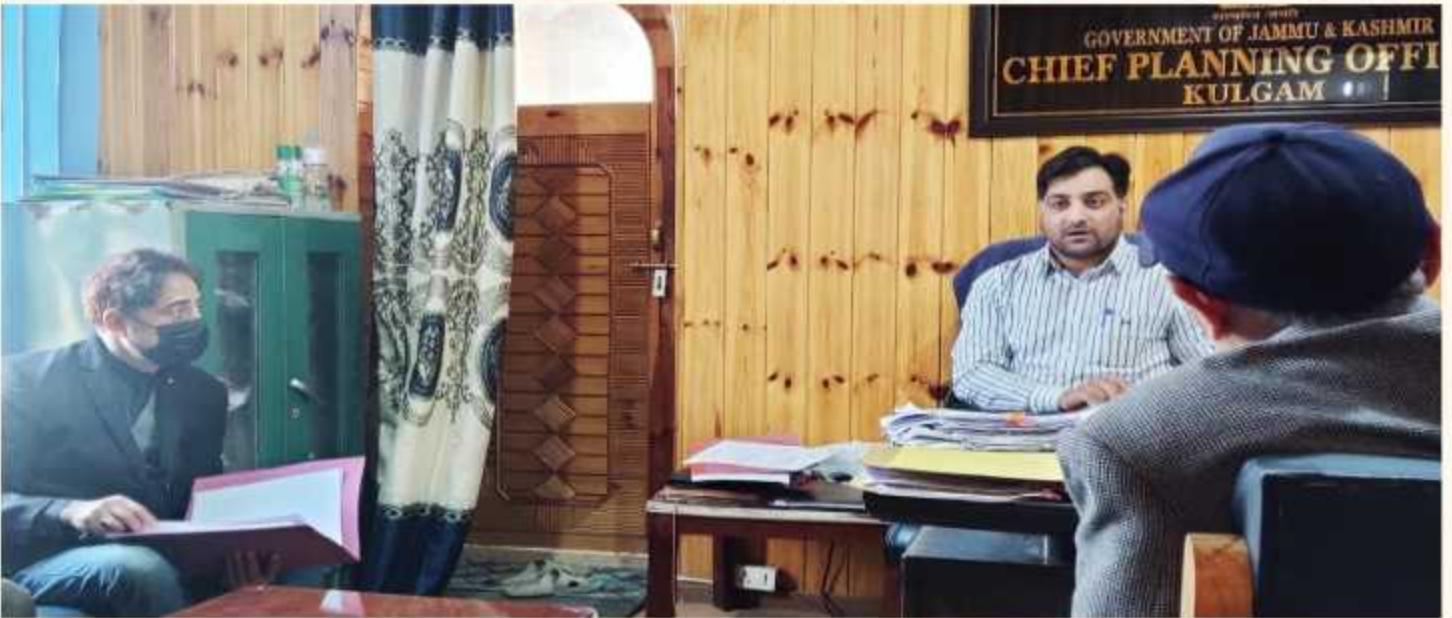


Marketing Inspectors of AMO Office Srinagar getting updated information on eNAM from Mr. Jameel Jeelani (North Head eNAM) and also visited the Mandi along with Mr Jeelani to inform the traders about the benefits of eNAM and the details required from them for updation of Arrivals Database and also regarding issuance/renewal of trade licenses



AREA MARKETING OFFICE KULGAM

AMO Kulgam on Saturday in a meeting with ODOP Applicants and thereupon with CPO Kulgam for obtaining necessary details of these cases



AREA MARKETING OFFICE BARAMULLA/SOPORE

AGMO Sopore along with officials visited Bagi Sundri land that has been identified for construction of truck terminal at Fruit Market Sopore



AMO Baramulla along with staff visited Nundreshi Agrifoods C A store Baramulla to check the quality of grading and enquire about market response.



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