



**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



12-04-2022

AREA MARKETING OFFICE BUDGAM

AGMO Charari Sharief advising the growers at Kakawring to take benefit of various schemes of the Department & form multipurpose Cooperative Marketing Societies & Marketing Inspectors of AMO Office Budgam interacting with the growers of Parniwa Budgam and motivating them to register for Cooperative Societies and also avail benefits of ODOP Scheme launched by Govt. of India



AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara along with Marketing Inspector visited Bhat Spice Unit at Industrial Estates Handwara and encouraged them to upgrade the Unit PMFME Scheme



AREA MARKETING OFFICE KATHUA

AMO Kathua alongwith GMI's imparting awareness about PMFME-ODOP Scheme and the aspirants are encouraged to come forward and adopt new practices and to go for production of exotic crops rather than traditional crops so as to increase the income





AREA MARKETING OFFICE ANANTNAG

The officials of Area Marketing office Anantnag AGMO along with GMI visited F & V market Batengoo Anantnag & made inspection of the mandi activities, besides all the traders working in the market were strongly impressed to obtain the licenses for the current year



AREA MARKETING OFFICE RAJOURI

AMO Rajouri along with staff visited the orchard of progressive grower namely Tilak Raj of village Dhangri growing multiple fruits. He was educated about standard grading and packaging of his produce to fetch better price



AGMO Poonch alongwith GMI visited the village Chandak where farmers are growing traditional wheat crop. The farmers of the area were encouraged to grow exotic vegetables to get better returns of their produce and were also made aware about Apni Mandi Mandi where they can sell their produce



AREA MARKETING OFFICE SHOPIAN

AGMO Shopian on Monday attended a brainstorming session on Apple Cluster Development Program for District Shopian at Corporate Office of JKHPMC Srinagar. The session was chaired by MD JKHPMC and attended by stakeholders involved in pre and post harvest infrastructure development in district Shopian.



AMO Shopian along with his field staff today attended another brainstorming session regarding Apple Cluster Development Program for district Shopian organized by JKHPMC at Town Hall Shopian. During the event the growers and other stakeholders were made aware about the various components of the Project.



AREA MARKETING OFFICE DODA

AMO Doda interacted with the Sarpanch & Panch of Panchayat Pranoo Doda and educated them about departmental activities and motivated the farmers for go for Direct Marketing at Pranoo shed established By RDD Doda



AREA MARKETING OFFICE DELHI

Officials of AMO Office Delhi today visited a leading packaging unit M/s Vijay Packaging System at Mori Gate Old Delhi to have a know how of modern packaging material/packaging machines used for packing of different products





AREA MARKETING OFFICE KULGAM

AMO Kulgam along with staff visited the proposed site for C A Store Brazlo The status of the site is almost intact but the water stream is damaging the land.





AREA MARKETING OFFICE UDHAMPUR

AGMO Udhampur along with GMI visited Fhangyal ward no 21 and held meeting with some growers and discussed departmental activities with them. The farmers are growing organic vegetables by using animal dung as fertilizers avoiding chemical fertilizers. Growers informed that sowing of crops got delayed due to dry spell & delayed rainfall.



GMI of AMO Office Udhampur today visited Koohchai village and interacted with vegetable and strawberry farmers imparting them know how of value addition techniques for optimum earnings. They were also advised for raising high density fruit crops of mangoes, citrus varieties and adopt integrated farming.



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