



**GOVERNMENT OF JAMMU & KASHMIR  
DIRECTORATE OF HORTICULTURE  
PLANNING & MARKETING**



( SERVING TO EMPOWER THE GROWER )

# **District-Wise details of Activities of the Department of Horticulture Planning & Marketing**



**19-04-2022**

## AREA MARKETING OFFICE BANDIPORA

Staff of AMO Office Bandipora educating cherry growers about the benefits transparent boxes/gift packs for cherry and also the importance of grading, storing and packing the fruit on modern/scientific lines



# AMO OFFICE BANDIPORA



Establishment of AMO office  
Bandipora educating growers

regarding various departmental  
guidelines and GOI schemes.



## AREA MARKETING OFFICE JAMMU

**AGMO Bishnah & M I Jammu organized an awareness camp for growers of Panchayat Samka at Suchetgarh border. Sarpanch Sh. Balkan Singh & Naib sarpanches besides progressive growers also participated in the camp and were educated about departmental activities/initiatives. They were also advised to adopt new practices/organic farming, formation of Coop. Societies & use of eNAM Platform for selling Basmati rice.**



**AGMO Office Akhnoor officials visited AEO Office Mishriwala and attended a meeting with the Agricultural Deptt. Officials regarding the upcoming Kharif season. The main agenda of the meeting was to provide high yield hybrid seeds of Paddy and Maize to farmers to maximize the yield.**



**The officials also interacted with the farmers there and educated them about departmental schemes and motivated them to use high yield hybrid varieties of seeds and cultivate exotic vegetables for good returns**



**Marketing Inspector of DDJ Office visited BDO Office Miran Sahib met the officials there to get the list of Sarpanches and also visited Panchayat Bhou and met three growers and apprised them of the departmental schemes and motivated them to do trade through E-Nam.**



**Ms of DDJ Office visited Mandal Panchayat of Mandal zone where departmental activities were discussed with some workers of self help groups and some progressive growers of the Panchayat in presence of Naib Tehsildar and the concerned Sarpanch**





**The Inspector also met wheat growers of old satwari in connection with departmental programs**



## AREA MARKETING OFFICE KULGAM

AMO Kulgam advised Traders and Shop owners to keep Mandi clean in view of the sacred month of Ramadan. President F&V Market association was also present During the meeting. The Officer also also advised the stakeholders to avail schemes under ODOP for value addition of vegetables by way of establishment of food processing units



The Officer along with staff also had a discussion with DRP for PMFME to expedite pending ODOP cases



S. No.	Name	Quantity	Amount
1	Cherry	2000	2.00
2	Pear	40000	4.00
3	Apple	400000	40.00
4	Banana	100000	10.00
5	Orange	2000	2.00
6	Potato	1000	1.00
7	Cucumber	1000	1.00
8	Kiwi	100	1.00
9	Pineapple	100	1.00
10	Guava	100	1.00
11	Total Fruit	600000	60.00
12	Total Vegetable	2000	2.00
13	Grand Total	602000	62.00

Sl. No.	Name	Quantity	Amount
1	...	...	...
2	...	...	...
3	...	...	...
4	...	...	...
5	...	...	...



The Officer/Official also visited Valley Top Foods and Spices Batpora and met Mr Mudasir Ahmad Wani, Managing Director, and inspected the proposed site for establishment of a spice and pickle unit under PMF ME.



## AREA MARKETING OFFICE PULWAMA

Staff of AMO Pulwama establishment visited the high density apple orchards at Rajpora and interacted with the growers & educated them about various advanced post harvest techniques and other departmental activities



**AMO Pulwama yesterday handed over the Registration Certificate of Sonchakoo Cooperative Society to the President of the society.**



**The Officer with staff had a meeting today with members of Bathnoor Fruit Growers Coop Marketing Society at AMO Office pulwama**



## AREA MARKETING OFFICE BUDGAM

**AMO Budgam alongwith M Inspectors interacting with vegetable (garlic) growers at Huroo village of Budgam. The growers were advised to explore new market avenues for garlic in cooperation with the Department.**



**AMO Budgam alongwith M Inspectors familiarizing representatives of PRI about various schemes of Govt and the department at his home in village Huroo Budgam. Also villagers of Huroo Budgam passionately listen to various schemes of Govt and our department while being addressed by AMO and Marketing Inspectors of Budgam.**





**AGMO Charari Sharief yesterday visited village Nagam & educated the growers to take the benefit of Departmental schemes like ODOP & form multipurpose Cooperative Marketing Societies**





## AREA MARKETING OFFICE KATHUA

AMO Kathua alongwith GMI organized an awareness session at Panchayat Ghar Chann Rorian Distt. Kathua under the aegis of PRIs Sh Abhishek Naib Sarpanch and the awareness was imparted about different Departmental Schemes/Programs. The growers were motivated to sell seasonal produce in F & V Market Kathua





### **AREA MARKETING SRINAGAR**

**Grading and Marketing Inspectors of AMO Office Srinagar held an interaction with the young Entrepreneur of zone Srinagar regarding the formation of Cooperative Society**



**MIs of AMO Office Sgr visited Tehsil Office central regarding mutation of Parimpora Mandi land in favour of the department and PDD office regarding follow up of installation of separate transformers in the Mandi**





## AREA MARKETING OFFICE RAJOURI

GMI AGMO Office poonch visited the orchard of Abid Qayoum at village Ari & discussed grading/packing & direct marketing of produce at Apni Mandi Mandi & F & V Market Rajouri



## AREA MARKETING OFFICE KUPWARA

Officials of AMO Office Kupwara visited Latief Fruit Agency & other Fruit & Vegetable traders and discussed with them the schemes of the Department/NHB



**AREA MARKETING OFFICE BARAMULLA/SOPORE**

**AMO Baramulla along with staff visited the newly established grading line by FPO Baramulla at Potkhah.**



**The Officer/Official also visited a high density plantation orchard at Potkhah Baramulla. The progressive farmers were advised to ensure farm sanitation to get quality produce**





**AGMO Sopore in a meeting with some progressive growers in connection with issuance of APMC licenses**



## AREA MARKETING OFFICE UDHAMPUR

AMO Udhampur yesterday met Naib Tehsildar Deot after discussions with Tehsildar Majalta regarding availability of suitable state land in the area and feasibility of a satellite market.



The Officer along with staff also interacted with a PM FME-ODOP entrepreneur Mr. Rohit Salaria and inspected the product and its packaging. He was advised to use glass jars for pickle packing and also helped with some modifications in labeling and was motivated to participate in a buyer-seller meet to be held on 21-4-2022.



AMO Udhampur with GMI today interacted with farmers at Baryalta-Battal sensitizing them for the ODOP scheme and encouraged them for raising high value exotic crops, organic farming, high density fruit crops. They have also been educated for a viable cooperative in the area.



**AGMO Reasi visited the Strawberry field of Sh Jatinder Singh of Rasala along with GMI to assess the production and marketing of his produce .**



**GMI AMO Office Udhampur interacting with onion, coriander, radish and cucumber growers of Maldi Ward no 7 of Udhampur. Growers were encouraged for direct marketing beside this other departmental activities were also discussed with them. Growers were suggested to grow exotics crops instead of traditional crops to reap more benefits. They were assured complete marketing support from the Department.**



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