



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



07-04-2022

DIRECTOR

Horticulture Planning & Marketing J & K Govt. visited today the DEPARTMENTAL STALLS established on the occasion of NAVRATRI at Katra and felt ecstatic on seeing different products of Jammu Division and the way field functionaries endeavor to serve the farmers/entrepreneurs and assuring quality products to the consumers. The Director during the visit also briefed media about the objective and the modus-operandi of the Department for welfare of the farmers through latest marketing mechanisms.





Dy. Director (J)

convened a virtual meeting with the Area Marketing Officers of Jammu Division regarding Sanitation of Mandies, Work Plan, MAC Budget, establishment of Deptl. Stalls at key places across Jammu Division during festivals and other related issues



AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara held a meeting with Fresh Fruit and Vegetable Dealers of Kupwara regarding the functioning of Fresh Fruit Segment of Fruit Mandi Kupwara



AREA MARKETING OFFICE RAJOURI

AGMO Poonch visited District Dev Commissioner Office Poonch regarding identification of additional land adjoining F & V Market Kankote Poonch.



AREA MARKETING OFFICE BUDGAM

AGMO Charari Sharief visited Panchayat Ghar Zaloosa & conducted a meeting with PRIs regarding the policies & programmes of the Department and also advised the growers to take the benefit of PM-FME ODOP scheme & form Cooperative Marketing Societies



AREA MARKETING OFFICE PULWAMA

GMI of AMO Office Pulwama visited Mushroom Stalls along village Newa road regarding with a purpose to provide market linkages to mushroom growers and also had a detailed discussion with Chief Agriculture Officer Pulwama and Mushroom Development Officer in presence of Mushroom growers regarding boosting of mushroom production in the district by providing suitable market of their produce.



AREA MARKETING OFFICE UDHAMPUR

M I Udhampur visited Office of Manager DIC Udhampur and Asst General Manager NABARD Udhampur in connection with ODOP cases



AREA MARKETING OFFICE DELHI

In continuation of the efforts to explore the market for horticulture products of J & K officials of AMO Office Delhi today visited a leading VFM Retail Chain of dry fruits of Delhi



AREA MARKETING OFFICE SOPORE

AGMO Sopore met Tehsildar regarding demarcation of Fruit Mandi land Sopore to ensure that no encroachment takesplace



M Is Sopore had a meeting with President Fruit Association Sopore regarding issuance of licenses for the year 2022-23



AREA MARKETING OFFICE ANANTNAG

AMO Office Anantnag issuing licenses to the Fruit Traders of F & V Market Botengoo



AREA MARKETING OFFICE BARAMULLA

The Coordinator FPO Baramulla met AMO Baramulla regarding sale of fresh fruit from Fruit Mandi Kanispora and was assured all assistance by the Office



Marketing inspector of AMO Office Baramulla interacted with various stakeholders of horticulture trade and apprised them of Departmental Schemes and schemes of the GOI



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