



**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**



**10-05-2022**

## DEPARTMENTAL STALLS

were established during an event organized by 52 Medium Tanda Akhnoor under "Azadi Ka Amrut Mahotsav" wherein the Farmers, Ex-Army Servicemen cum farmer and members from SHG group also participated where various local produce and processed products among other local made items were displayed. The stall received good response where some items of the farmers like Kalari, Amla powder and pickles were bought by visitors.





### **Assistant Director ( G & P )**

**attended a meeting with Chief Animal Husbandry Officer Jammu alongwith President Prakratik Society Gajansoo wherein detailed discussion w.r.t. the establishment of Dairy & Processing of Dairy Products & Bio Waste Products was held & Dr Altaf C. A. O. ensured full support in this regard.**



### **AREA MARKETING OFFICE BUDGAM**

**Area Marketing Officer Budgam along with Marketing Inspector visited the chambers of Standing Counsel of District and Sessions Court Budgam to seek first hand information of the departmental cases pending before the District and sessions Court Budgam.**



## AREA MARKETING OFFICE SRINAGAR

AMO Srinagar along with field staff interacted with various stakeholders of the Mandi and also held a meeting with the Retail Vegetable Association and discussed different issues raised by them.



**AMO later while inspecting the Mandi gave on spot directions to the Sanitation Contractor for proper and regular sanitation of Parimpora Mandi.**



**Ms of AMO Office Parimpora Srinagar getting details and requisite documents from Mandi functionaries for issuance and renewal of their Trade Licenses**



## AREA MARKETING OFFICE KATHUA

AGMO Kathua and MI Kathua attended today the inauguration function of Model Multi Layer Multi Cropping project in 24 kanals of leased land by members of Sahara Women's Horticulture Cooperative Society at Gajred Janglote (East) Panchayat. Apart from the Chief Guest Sh. Raghunandan Singh Vice Chairman DDC Kathua, the event was attended by officers of KVK, HPMD, Sahara Jagriti Cooperative, Chief Patron of Sahara Mr Sanjeev Verma and local PRI members. Cooperative members were exhorted to prepare Amchur and Ampapad, which shall be got marketed in Katra, Jammu, Patnitop/Kud and markets of Kashmir Valley, after proper packaging, labeling and branding.



AGMO Kathua asked the Cooperative Society members to go for permaculture/ food forest concept, by growing atleast 20-30 crops from the same patch of land, alongwith goat farming, bio floc fish ponds, open poultry birds, vermicompost as well as dairy farming. It was emphasized to keep focus on rainwater harvesting and recycling of water in producing flowers like lillieum, marigold etc. as well as producing traditional crops like Jackfruit, Jimikand, Harad, Moringa, Chiku, Sitafal, Papaya, Citrus, Lemon grass, Alovera, ginger, garlic etc.



## AREA MARKETING OFFICE JAMMU

**AGMO alongwith Marketing Inspector Bishnah met with Mr. Pankaj Chopra of Rasalika Food Court at Bye-Pass Kunjwani with regard to supply of fresh vegetables directly by growers to them. A grower-buyer meet is also being arranged tentatively on Wednesday in this regard.**



**M I Narwal Jammu visited Arnia and met vegetables and watermelon farmers for taking assessment of their produce and motivated them to market through eNAM platform & direct marketing.**





## AREA MARKETING OFFICE SHOPIAN

AMO Shopian along with field staff in Mega Fruit Mandi Aglar Shopian to review the progress on various developmental projects in the Mandi. Later A meeting was also held with Fruit Association Shopian wherein detailed discussion was held about the issues related to smooth and hassle free functioning of the Mandi during ensuing fruit season.



## AREA MARKETING OFFICE BARAMULLA

Officials of AMO Office Baramulla met an ODOP aspirant and educated him about benefits of the Scheme and other Departmental initiatives.



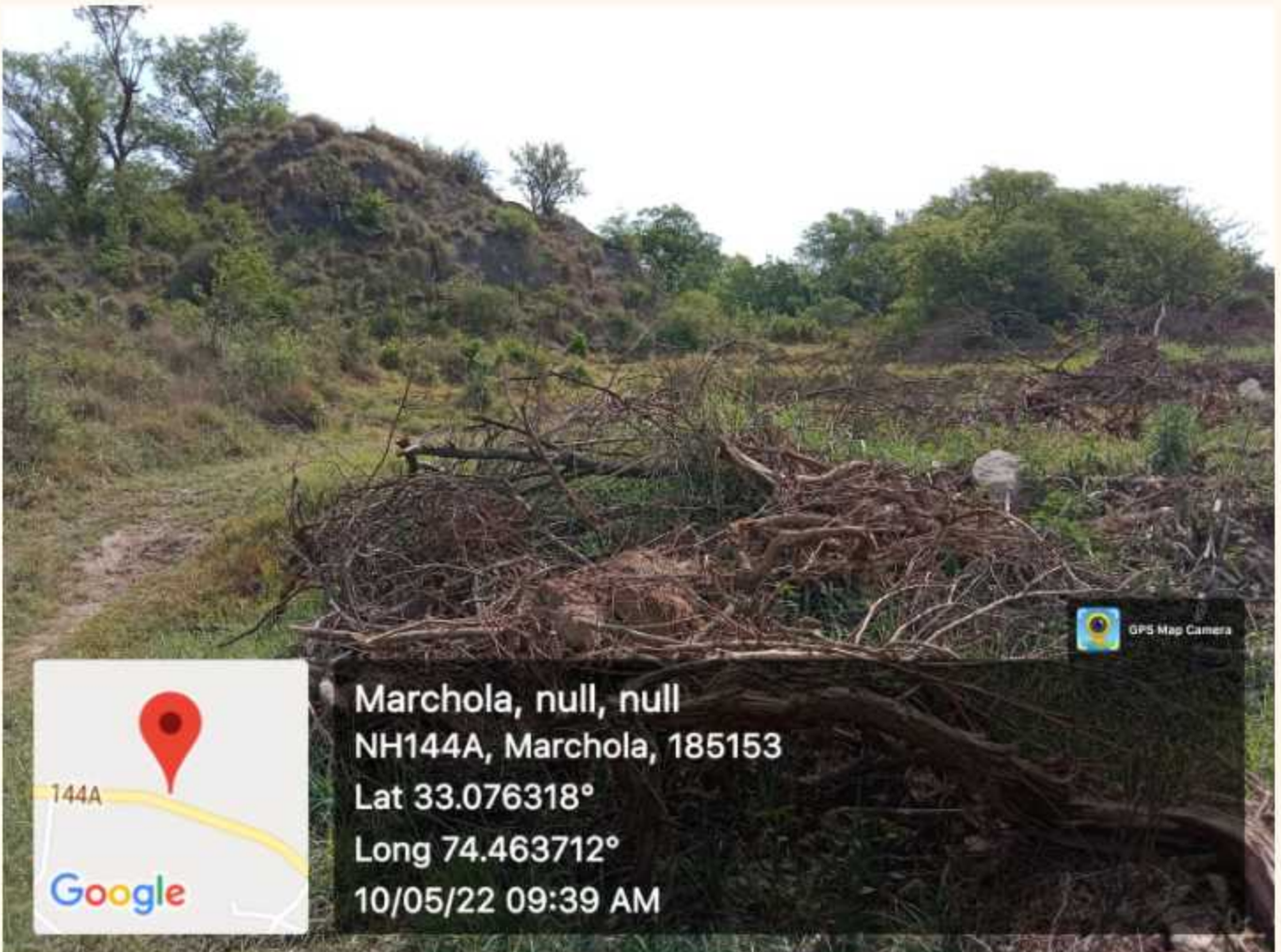
## AREA MARKETING OFFICE DODA

AMO establishment Doda held a meeting with local PRIs Ex Sarpanch Sh.Mushtaq Ahmed, Panch Parvaiz Ahmed and other Apple and Walnut growers & educated them about proper grading and packing of the produce Direct Marketing ODOP, E- Nam and other Departmental Schemes.



## AREA MARKETING OFFICE RAJOURI

AMO alongwith AGMO visited the proposed site of Farmers' Market at Thanda Pani Sunderbani



**AGMO alongwith GMI Rajouri visited the orchard of Sh. Mohd Younis Mankote regarding marketing of his Apricot and Plum in F & V Market Rajouri**



## AREA MARKETING OFFICE UDHAMPUR

**AGMO Reasi visited the farm of progressive grower Sh. Sanjay Bali Aghar Bhalian where he grows different vegetables like gourd, tinda, ladyfinger onion, garlic and flowers, & advised him to grow exotic vegetable & encouraged him to sell produce directly from Apni Mandi for better returns.**



**AGMO Udhampur visited the Roun area in district Udhampur & met Shri Sansar Singh Sarpanch of the village along with other villagers regarding the produce grown in the area & problems faced by them.**



### **AREA MARKETING OFFICE GANDEBAL**

**Establishment of Area Marketing Office  
Ganderbal educating cherry growers  
to go for truthful grading and  
labelling and to adopt different  
Marketing channels and digital platforms like e-NAM**



## AREA MARKETING OFFICE SOPORE

The process of handing over physical possession of shopsites to the eligible allottees being undertaken in F & V Market Sopore after proper verification of records and premium/license fees etc.



## AREA MARKETING OFFICE ANANTNAG

AGMO Dachnipora visited the orchard area of village Sallar & suggested the growers follow the SKUAST guidelines for their spray schedule to have quality produce. Besides the farmers working in their fields were made aware regarding the different schemes available with the Deptt.



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