



**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



12-05-2022

THE DEPARTMENT OF HORTICULTURE PLANNING & MARKETING

has been awarded

SILVER AWARD

“THE HONEST INDEPENDENT HONOUR CONFERRED IN INDIA”

by

SKOCH GROUP

for Online Trading of Fruits & Vegetables

The Award was presented to the Director today at an impressive function at the Directorate by Area Marketing Officer Kulgam Mr. Mukhtar Ahmad Khan who has been at the forefront in transforming the traditional business of Horticultural Produce into a virtual Marketing & Sales Platform

SKOCH Consultancy Services Private Limited

is a boutique strategy and management consulting firm engaged by practically all large and serious players who wish to do business in India related to their areas of expertise. It helps the client base of Fortune 500 as well as leading transnational and Indian organizations to create, identify, assess and address opportunities better. Around 80% of large organizations from the ICT industry who wish to address enterprise markets in India have engaged with them.





DIRECTOR

Horticulture Planning & Marketing convened today a review meeting of the Area Marketing Officer of Kashmir Division which was also attended by the Ex. Engineer and other officers of the Engineering Wing



AREA MARKETING OFFICE BUDGAM

Area Marketing Officer Budgam in a meeting with M D SRLM at Srinagar



M Inspectors interacting with high density and traditional apple growers at Sanoora Kallipora Beerwah of Budgam & educated them about various Schemes/Programs of the Department .The main emphasis was given to adopt proper grading and packing practices and need to form Cooperative societies in the area.



AREA MARKETING OFFICE RAMBAN

AMO Ramban visited the orchard of Vijay Kumar a progressive grower along with M I and advised him to adopt new packing practices with proper branding and apply for FSSAI Certification so as to get good returns of the produce.



AREA MARKETING OFFICE DODA

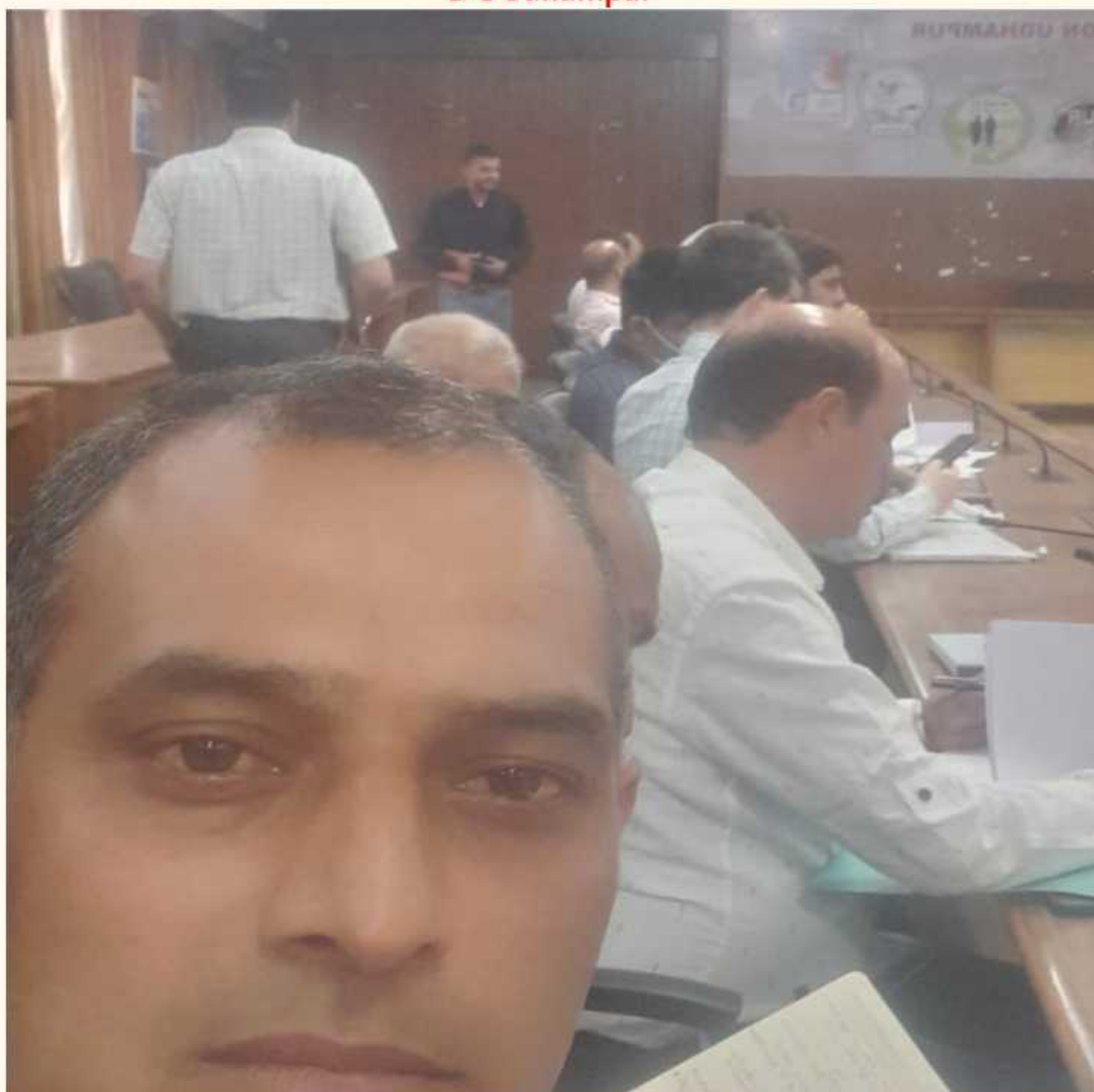
AMO Doda visited Pickles Unit at Bhalra Bhaderwah and educated the Owner about value addition, packing & grading. His case is under progress under ODOP for upgradation.





AREA MARKETING OFFICE UDHAMPUR

AMO Udhampur attended Block Diwas at Udhampur under the Chairmanship D C Udhampur



AREA MARKETING OFFICE JAMMU

Residents of Chak Avtara Bishnah adjoining Mandi area today visited AGMO Office Bishnah regarding water logging in their residential area due to debris under culvert at existing gate of mandi and requested the Department to get the malba cleared under the culvert



M I Narwal Mandi had a meeting with SHG Arnia Parla under Treva Panchayat and advised the women of the self help groups registered with NRLM to make some processed products so as to earn their livelihood. M I also provided them forms of training reg processed vegetables



AGMO Samba visited the Direct Market Thandikhoie to take stock of trade (arrows/rates) especially local produce as watermelon and melon arrive from Kollan village.



AREA MARKETING OFFICE PULWAMA

AMO Office Pulwama earlier on Tuesday visited various cold stores of the district. It was observed that apple rates have seen an improvement within and outside the UT due to which trade activities in the cold stores have increased from the last few days. Now there is only upto 20% fruit available in the cold stores and is likely to be dispatched till the end of this month.





AREA MARKETING OFFICE BARAMULLA

GMI of AGMO Office Pattan & Official of AGMO Office Tangmarg interacting with strawberry growers at Khongipora Tangmarg regarding marketing of Strawberry & Cherry





AREA MARKETING OFFICE SRINAGAR

GMI of AMO Office Sgr yesterday had a meeting with Transport Agency operating in the F & V Market Parimpora regarding mechanism of despatch of cherry to various markets outside the UT and freight



Today an extensive drive was conducted by the field staff of AMO Srinagar in F & V Market Parimpora regarding the verification and present status of shops who were allotted in favour of migrants



GMI's later on had a meeting with Manager SRTC regarding facilitation of transport to the growers of fresh fruit from F & V Market Parimpora to outside the UT





AREA MARKETING OFFICE DELHI

Officials of AMO Office Delhi visited Delhi Haat NSP as they are planning to organize a three day event Sharbat-e-Aam tentatively from 3rd June & had an interaction with CGM Mr Rattan Singh regarding the upcoming event



AREA MARKETING OFFICE KUPWARA

Officials of AMO Office Handwara had a meeting with the traders of Handwara regarding license issue



AMO OFFICE BANDIPORA

Establishment of AMO office
Bandipora educating cherry
growers regarding the benefits of
proper harvesting, grading and
packing.



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