



**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



17-05-2022

AREA MARKETING OFFICE RAMBAN

AMO Office Ramban held a meeting with Reliance Fresh division of J & K in which D M J K Reliance Fresh, Assistant Director G & P & Chairman of FVGCMs Haldru, Thopal, Batote, FPO Batote and other progressive farmers participated. The registration of farmers by Reliance Fresh was also done during the meeting



AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Budgam along with Marketing Inspectors of the establishment visited the upcoming Fruit Market Kremshore to inspect the ongoing works of the Mandi. The team held threadbare discussion about the ongoing works with the engineering team of the department who also were also present at the site.



During the visit the locals also met the Area Marketing Officer and put forth their demand of construction of protection wall on both sides of the Mandi so that their land/property is protected by the water canal running along both sides of the Mandi



AREA MARKETING OFFICE PULWAMA

The field staff of AMO Office Pulwama visited Kamrazipora village to educate the apple growers about various activities of the Department and other Schemes for the benefit of the farming community.





AREA MARKETING OFFICE UDHAMPUR

AGMO visited Katra along with GMI to meet the Fruit and Vegetable Wholesalers regarding their business activities and also enquired about the availability of State land nearby Katra town for Apni Mandi.



AREA MARKETING OFFICE JAMMU

AGMO Bishnah and M I Jammu sharing knowledge reg Post Harvest Management of Agriculture/Horticultural Produce and Departmental programmes with prograssive Vegetable Growers of Village Dharp



AGMO Samba attended the review meeting under the Chairmanship of Divisional Commissioner Jammu



MI Narwal visited Toph Panchayat of Mandal area and met Sarpanch and agri/horti growers to educate them about marketing techniques. They growers put forth demand for establishment of Kisan Mandi in the area



AREA MARKETING OFFICE SOPORE

AGMO Sopore alongwith staff checking the license and lease deed docs of the Allottees who construct shops on allotted shosites. Notices also were pasted on the Shops informing not to violate terms and conditions and construct their shops after obtaining NOC from the Office



Earlier on the staff got removed unauthorized structures created in the Mandi



M I Sopore facilitating young enterprising traders/farmers from Saloosa fruit belt of Baramulla with regard to export of apple to Middle east.



AREA MARKETING OFFICE BARAMULLA

Cherry trade being conducted at F & V Market Kanispora Baramulla



AREA MARKETING OFFICE DODA

AMO Doda attended a review meeting chaired by the Chief Electoral Officer J & K Sh. Hirdesh Kumar at conference Hall D C Office DODA.



AREA MARKETING OFFICE KATHUA

AGMO Kathua held a meeting with Vice President J & K Bank and Cluster Head Kathua Samba i c w PMFME ODOF cases. The Vice President and the Cluster Head assured to provide all possible support to the cases recommended to the J&K Bank in Kathua district.



AREA MARKETING OFFICE ANANTNAG

Marketing Inspectors of AMO Office Anantnag visited Kanalwan area and interacted with growers and educated them regarding various departmental schemes and benefits of direct marketing



AREA MARKETING OFFICE BANGALORE

G.M.I and Junior Assistant of AMO Office Bangalore visited the Office of Managing Director of HOPCOMS LalBagh Bangalore for Marketing of Fresh Fruit of J & K. They are ready to procure cherry 100kg per day if it is dispatched directly to their Office at Lal Bagh Bangalore.

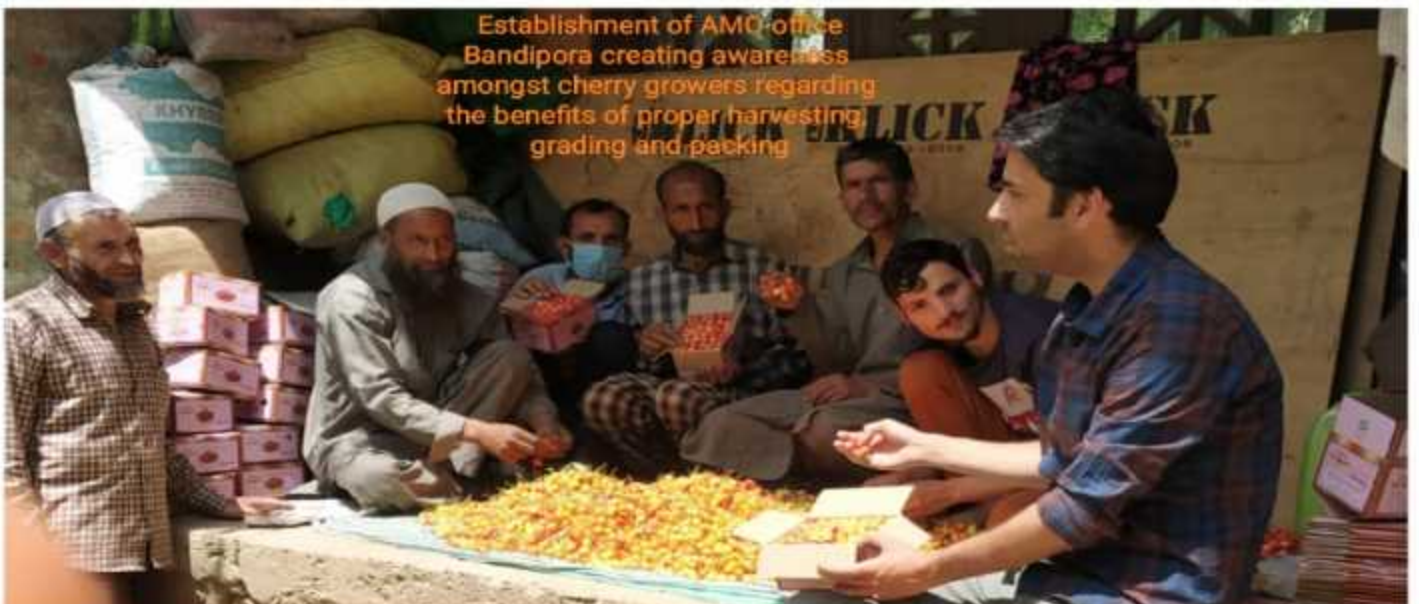


AREA MARKETING OFFICE KULGAM

AMO Kulgam visited Tarigam along with MI in connection with formation of FGMS & met Dr Ajaz the proposed Chairman of the Cooperative with title "Fruit and Vegetable Nursery and Seedlings Cooperative Marketing Society.



AREA MARKETING OFFICE BANDIPORA



Establishment of AMO office Bandipora creating awareness amongst cherry growers regarding the benefits of proper harvesting grading and packing

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