



**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



19-05-2022

DIRECTOR

Horticulture Planning & Marketing today visited Fruit & Vegetable Market Kanispora Baramulla Mandi and interacted with the members of Fruit Association Baramulla and other growers regarding the development of the Market and its functioning. The members/growers put forth many demands before the Director and were assured all genuine demands will be fulfilled aead. The Director was accompanied by DDC, DDK, Ex. Engineer and many other Officers/Officials of the Department





DIRECTOR

Horticulture (P & M) alongwith DDK ,DDC and Executive Engineer today also visited F & V Market Sopore and interacted with the members of Fruit Association Sopore and other growers regarding the development of the Market and its functioning. The members/growers put forth many demands before the Director and were assured all genuine demands will be fulfilled aheap.



The Association thanked the Director for resolving their water scarcity issue as the water reservoir made by the Department is being made functional soon. Also the development of Baghisundri Truck Yard is taken on priority basis.



Dy. Director

Jammu with A.M.O Rajouri visited Fruit & Vegetable Mandi Poonch and instructed the Officers/Officials to make the Fruit Growers/traders to shift their trade to the Mandi



AREA MARKETING OFFICE SRINAGAR

The Engineering Wing of the Department along with staff of AMO Office Srinagar and representatives of Fruit Association visited the F & V Market for identifying a feasible space for construction of weighing bridges & additional lavatory block.



AREA MARKETING OFFICE RAMBAN

An Awareness Program was conducted in Batote Mandi in which Assistant Director Marketing and State Head E NAM Operations educated the participants about process and advantages of eNAM



AREA MARKETING OFFICE BUDGAM

Marketing Inspectors of Area Marketing Office Budgam visited Mahandpura Budgam and interacted with Vegetable Growers and educated them about the Marketing platforms available for them



AREA MARKETING OFFICE KATHUA

AGMO and MI Kathua held an awareness camp at Anand Bhawan Banquet Hall in Kattal Brahmna Panchayat Hiranagar. Apart from the Sarpanch of the Panchayat, the AGMO, SDOA Dyala Chuck, Manager J&K Bank, Instructor RSETI SBI Kathua, Marketing Inspector also addressed the gathering comprising a number of local farmers.



A number of issues were deliberated in the awareness camp viz. changing of traditional crop pattern of growing wheat & paddy only, promotion of Jackfruit, Jimikand, Moringa, Turmeric, Ginger, strawberry, Dragon Fruit, muskmelon, exotic vegetables like seedless cucumber, bell pepper etc. It was also emphasized upon the farmers to use technologies like inter-cropping and integrated farming.



AREA MARKETING OFFICE ANANTNAG

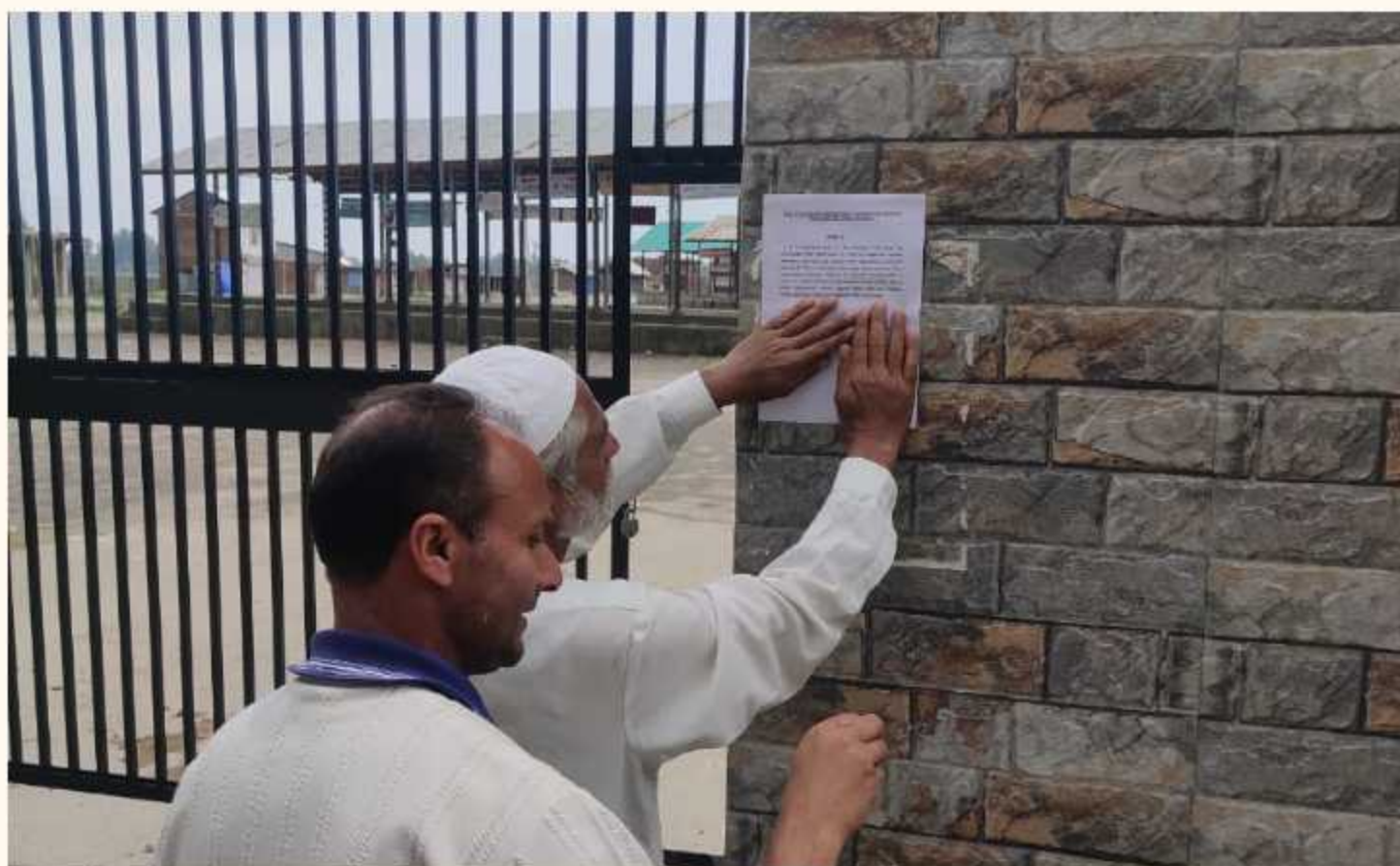
AGMO Qazigund field staff pasting stickers on Apple loaded trucks from Lassipora



AREA MARKETING OFFICE KUPWARA

Officials of AMO Office Kupwara pasting notices on Entry/Exit Gates and also identifying allottees who have not constructed their shops in Handwara Mandi





GMI of AMO Office Kupwara met the traders of Kupwara Mandi regarding the functioning of the Fruit Market Kupwara



AREA MARKETING OFFICE KULGAM

AMO Kulgam along with GMI get details from farmers, growers and traders operating from F & V market Kulgam regarding digital & innovative Trading practices through different online platforms. This information is obtained for appreciating such farmers during a forthcoming Seminar which is being conducted next month



AREA MARKETING OFFICE SHOPIAN

AMO Shopian along with his field staff in Mega Fruit Mandi Aglar Shopian where a meeting was held with Mr. Naseer Ahmad a representative of Reliance Retail. The Company is procuring Cherry from District Shopian and today 1800 boxes of Makhmali variety of Cherry were despatched from Shopian Mandi to Reliance Warehouse located at Haryana.



AREA MARKETING OFFICE RAJOURI

AMO along with AGMO and GMI visited the vegetable farm of Sh. Balbir of Rajouri village Keri and educated the farmer about Departmental Programs. The farmer is presently marketing 50 to 60 kg of bitter gourd and cucumber to F & V Mandi Rajouri per day



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