



**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



20-05-2022

DIRECTOR

Horticulture Planning & Marketing today made a surprise visit to AMO Office Budgam and Fruit & Vegetable Market Zaloosa Chararisharief. The Director reiterated the Officers/Officials to be punctual and also took stock of the developmental works of Fruit Market Chararisharief



Deputy Director (J)

along with AMO Rajouri visited the Fruits & Vegetable Mandi Rajouri and issued on spot instructions for proper sanitation of the Mandi and enquired about the fruit & vegetable arrivals in Mandi



AREA MARKETING OFFICE KATHUA

AMO, AGMO and MI Kathua held an awareness camp for growers and rural womenfolk at Datiyan Temple Hall Sherpur. Apart from a number of growers and rural women, Naib Sarpanch, Panchs, officers from J&K Bank, Agriculture, RSETI SBI, Animal Husbandry were also present in the awareness camp. It was emphasized upon growers to do proper planning and the crops should be selected for sowing which have big demand in the markets.



Deliberations were made about diversification of markets, sowing of crops like Jackfruit, Sugarcane, Moringa, Jimikand, Spota, Dragon fruits, Litchi, mushroom, turmeric, ginger and varieties of spices; Focus was also given up on food processing, value addition and training of rural women for making pickles, papad, barriyan, Amchur, jams and juices.





AREA MARKETING OFFICE JAMMU

AMO Jammu along with A D G&P and GMIs organized an awareness camp with progressive growers of village Deora Nappu Marh where farmers were briefed about departmental Schemes, grading and packing, post harvest management. In order to provide forward and backward marketing linkages farmers and cooperatives were also registered with reliance fresh.





AGMO alongwith Marketing Inspector Samba visited the Mango Orchard of Sh. Mohan Lal at village - Rajinderpura (Bagunna) wherein Chausa, Langra, Kuppi and Desi varieties of Mangoes are grown. The produce is being sold locally within the village & adjacent areas. The grower was guided regarding the effective grading and packing of the fruit and also to sell the fruit through terminal/satellite Mandis.



AGMO alongwith Marketing Inspector Samba also visited the H/Q of the proposed Cooperative Marketing Society at Simblawali to meet the Chairman /Secretary of the said Society for completion of documents/formalities of the Cooperative Society to be registered.



AGMO office Akhnoor Official visited the Orchard of Mr Ravi Kumar at Village Ranjan, Bhalwal. There are approx 50 Desi Mango trees in the Orchard. Marketing linkage was provided to him and advised him to sell raw mangoes from his orchard to Dayal House Pickle Unit



AREA MARKETING OFFICE DODA

AMO establishment Doda attended Workshop cum Awareness Programme conducted at D C Office Doda by Indian Bureau of Standard (BIS)



AREA MARKETING OFFICE UDHAMPUR

AMO Udhampur yesterday organized a Workshop cum Awareness Program on implementation of e-NAM at F n V Mandi Udhampur wherein Asstt. Director (Marketing) accompanied by State Co-Ordinator Sh. Jameel Neelani participated and deliberated the working mechanism of eNAM and its advantages. During the event, ODOP entrepreneurs and Market Functionaries were present.





AMO in a meeting with officials from Deptt of Cooperatives Udhampur and Chenani regarding the haulage facility for the agricultural produce of Cooperative Societies of the district to be marketed at National Capital Delhi and facilities of the same thereof by the HPM. In response they have been informed of various transportation linkages available even with that being provided by the allied Deptts. as well.



AREA MARKETING OFFICE SOPORE

M I and other officials of AMO Office Sopore scrutinizing the lease deeds and other relevant documents of the Allottees



AREA MARKETING OFFICE KULGAM

AMO Office Kulgam has received fresh orders from NAFED India for supply of Spice Cake . In this connection representative of NAFED visited AMO office Kulgam and briefed us about this in presence of an Entrepreneur Mr. Mudassir Ahmad Wani MD M/ S Valley Top Foods and Spices, Pehloo. The printing material and labels were handed to the unit holder to prepare the supply order of 500 packs of Spice cake under the ODO components of Branding and marketing.





AREA MARKETING OFFICE DELHI

Engineering Wing of Department today visited/inspected Departmental Shopping Complex at Azadpur Mandi New Delhi





AREA MARKETING OFFICE BARAMULLA

Officials of AMO Office Baramulla monitoring the concrete flooring of Auction Platforms in Kanispora Fruit Mandi



AREA MARKETING OFFICE KUPWARA

Officials of AMO Office Kupwara visited fruit & vegetable marketing center Handwara to enquire about the availability/rates of different fruits and vegetables



AREA MARKETING OFFICE MUMBAI

Area Marketing Officer Mumbai along With MI Mumbai visited the APMC Fruit Market Vashi regarding rates and arrival of Cherry from UT of J&K and met with the local traders to know the quantity & quality of Himachal Cherry viz a viz of the UT.





Establishment of AMO Ganderbal

Demonstration of Gadget for
determination of internal quality
parameters of Cherry 🍒

By

M/s INFYU LABS GUJRAT

AREA MARKETING OFFICE PULWAMA

Officers/Officials of AMO Office Pulwama giving awareness to fruit growers of Litter Pulwama regarding pre and post harvest management of their horticulture produce and Schemes of the Department.



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