



**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**



**30-04-2022**



## AREA MARKETING OFFICE UDHAMPUR

A Buyer-Seller-Agripreneur/Hortipreneur Meet was organized jointly by Horticulture and Horticulture Planning and Marketing Departments in the Meeting Hall of Fruit Mandi Complex Udhampur. Progressive farmers/ Orchardists, ODOP Entrepreneurs/Processors and President of Fruit Mandi Association with prominent market functionaries were invited for direct interactions for efficient marketing mechanisms by adopting value addition techniques.



During the welcome address, GMI deliberated over the post harvest practices which need to be adopted for better prices thereby having direct links with buyers and processors.







**Orchardists/farmers projecting their issues during the Buyer-Seller Meet**





**President F & V Association impressed upon the farmers as to how the produce is to be graded and packed for better returns. He pressed hard for proper grading avoiding mixed packing for optimum returns.**



**AMO Udhampur presented vote of thanks to all the participating farmers, orchardists, agripreneurs and Fruit and Vegetable Association Udhampur for showing their keen interest to get themselves acquainted with departmental initiatives. Certificates were issued to the active participants following good agri practices in production & post harvest management.**





## **AREA MARKETING OFFICE BUDGAM**

**AGMO Chari Sharief visited Kakawring and educated Fruit Growers about the benefits of formation of Cooperative Marketing Societies and PMFME Scheme**



## **AREA MARKETING OFFICE JAMMU**

**AGMO Office Akhnoor official visited the Office of Agriculture Extension Officer Marh and met Mr Vikram Katyal, AEO and collected production data of vegetables and details of progressive farmers. Also discussed about the availability of high quality hybrid seeds of paddy so as to increase the production yield.**





**AGMO Bishnah and M.Is Bishnah and Jammu in collaboration with the Department of Agriculture and Animal Husbandry organized a One Day Awareness Program for growers of the area on Enam, formation of Cooperative Society and other Departmental Activities/Schemes at Vill. Gaggian Block-R. S. Pura Jammu. Sarpanch Panchayat Gaggian, JAEs R.S. Pura, Officers of Animal Husbandry Deptt. also shared their role/schemes**





## AREA MARKETING OFFICE RAMBAN

AMO Ramban visited the Orchard of Sh Manohar Lal Sharma Secretary Barthal FVGCMs who grows all varieties of fruit with high density varieties. The picking of Apricot and Plum will start from 15th June. The Orchard is one of the best orchards of Ramban district



## AREA MARKETING OFFICE BARAMULLA

GMI of AGMO Office Pattan at Loripora with growers showing willingness to adopt ODOP scheme





## AREA MARKETING OFFICE SRINAGAR

A joint visit was conducted by Establishment of AMO Office Srinagar and DRP to the unit of Gulzar Ahmad whose Unit is running under the name of Aar Gee Sweets at Basant Bagh Sgr and has submitted his case under ODOP for upgradation.





## AREA MARKETING OFFICE KUPWARA

Officials of AMO Office Kupwara imparted awareness on the methods of pre-harvest, quality fruit production to the growers at village Chogul and adjoining area





## AREA MARKETING OFFICE KULGAM

AMO Office Kulgam on concluding day of Kisan Bhagidari Prathmikta Hamari campaign under Azadi ka Amrit Mahotsav as per MIDH directives educated the growers about high density plantation, beekeeping, FPO, ODOP products and cluster development initiatives at F and V market Kulgam. The farmers, growers, Entrepreneurs from adjoining areas of Kulgam attended the campaign.





## AREA MARKETING OFFICE PULWAMA

AMO Pulwama along with field staff visited the high density apple orchards at Chanapora Rajpora and advised the progressive growers to strictly follow practices of all temperate fruits like timely application of pesticide sprays, organic fertilizers besides adoption of intercropping with shallow rooted crops to double their farm income. Also the official of AGMO Office Tral participated in the awareness camp at Tral organized by the Deptt. of Horticulture Production





## AREA MARKETING OFFICE ANANTNAG

**AGMO Anantnag alongwith GMI checked the business activity in F & V Market Botingoo and also stressed upon the traders to get the licenses before the official deadline.**



**Qazigund fruit & vegetable wholesale dealers from Srinagar selling fruits and vegetables t reasonable prices to the customers**





## AREA MARKETING OFFICE BANDIPORA



Establishment of AMO office  
Bandipora creating awareness  
amongst growers regarding  
various departmental guidelines  
and GOI schemes.





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