



**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



21-05-2022

DIRECTOR

Horticulture Planning & Marketing today visited Fruit & Vegetable Markets Prichoo and Pachihaar Pulwama and interacted with the Fruit Market functionaries, listened to their demands and took stock of the developmental works/expansion of the Market. The Director issued on spot instructions with regard to the smooth functioning of the Mandi and assured the Market functionaries about early fulfillment of their all genuine demands. The Director was accompanied by the DDK, DDC and Ex. Engineer Horticulture (P&M) as well.









The Director also visited Mega Fruit Market Jablipora Anantnag for inspection of various on going developmental works of the Market



AREA MARKETING OFFICE KATHUA

AMO Office Kathua organized a Workshop cum Awareness session on implementation of eNAM wherein Assistant Director Marketing & State Coordinator eNAM participated and imparted awareness to the stakeholders of F & V Mandi Kathua regarding its benefits



The Office also organized an awareness program at Village Salalpur Barnoti Kathua which was attended by rural women and farmers apart from the Sarpanch and a Social Activist Ravi Abrol. Officers of the Department, A D Marketing, AMO Kathua, AGMO Kathua, Coordinator E NAM, MI Kathua, officers from Agriculture, SBI RSETI Kathua and CC NRLM participated in the camp.



Deliberations were made on various issues like multi cropping, multi layer cropping, diversification of produce to different markets keeping in view demand & supply, PMFME ODOP, Food Processing, value addition etc.





An Registration Camp was also organized by the Department of Food Safety Authority Kathua in collaboration with Department of Horticulture (P&M) at Fruit and vegetable Market Kathua today for Traders, Commission Agents, Mashakhors and small vendors under FSSAI.



President F&V Kathua along with other Mandi functionaries submitted the formalities along with the requisite fee for registration under FSSAI to the Authorities in presence of officials of MAC Kathua



AREA MARKETING OFFICE JAMMU

AMO Office Jammu in collaboration with Agriculture Department organized a one day Awareness Camp at Upper Panchayat Badyal Brahmana. AMO Jammu, AD G & P, AGMO Bishnah, M.I Jammu, SDAO R. S. Pura alongwith his staff were present in the camp. Sarpanch Sh. Binny Sharma, Naib Sarpanches besides progressive growers also participated in the camp.



Participants were encouraged to adopt new practices/organic farming, value addition & eNAM Platform for selling their produce. Farmers were also briefed about Reliance Fresh and asked to register for better marketing scope. This program was specially focused upon creating awareness with regard to benefits of forming Cooperative Marketing Societies



M I Narwal Mandi met growers of Arnia zone and discussed about the issues regarding marketing of their vegetables and educated them about various marketing techniques and Schemes of the Department



AGMO Office Akhnoor official visited Mathwar and met growers/traders of Harad and apprised them about departmental schemes and assured them of providing market linkages for their produce



AREA MARKETING OFFICE DODA

AMO Office Doda held a meeting with Block Development Chairman Khellani Mr. Muneshwar Kumar, Block Development Chairman Dali Udhyanpur Mr. Shabir Ahmed Naik and other sarpanches of the area regarding the functioning of F & V Mandi Paryoute Doda.



AREA MARKETING OFFICE BUDGAM

Area Marketing Officer Budgam along with AGMO Charari Sharief and Marketing Inspectors checking the status of licenses at Fruit & Vegetable Market Zaloosa Chararsharief



AREA MARKETING OFFICE SOPORE

AMO Sopore alongwith staff inspecting the sidewall being constructed by PMGSY on the outer periphery of the Sopore Mandi & the construction of shopsites at Fruit Mandi Sopore



AREA MARKETING OFFICE BARAMULLA

GMI of AMO Office Baramulla identifying space for some shopsite No.79 and 80 as directed by the higher authorities



AMO OFFICE BANDIPORA

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



AREA MARKETING OFFICE RAJOURI

AGMO Poonch visited the orchard of a progressive grower Sadiq Ahmed of village Gulpur Poonch who has grown 500 plus plants of apple, apricot, peach, plum and pecan nuts. He along with other growers of the area made aware about the importance of best practices of post harvest management of the crops



AREA MARKETING OFFICE KUPWARA

Officials of AMO Office Kupwara educating growers regarding the benefits of proper harvesting, grading, packing etc at Braripora Handwara.



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J & K Govt.