



**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



23-05-2022

DIRECTOR

Horticulture Planning & Marketing today chaired an Online Meeting with the Representatives of Ministry of Food Processing Industries Govt. of India Ms. Neha Gupta and Ms. Bukul regarding **BRANDING & MARKETING** support to FPOs/SHGs/Cooperatives through SPV for ODOP products under PMFME Scheme. The meeting was attended by the MD JKHPMC, MD AGRO Industries Jammu, DDK, DDJ, A D Marketing, A D G&P, AMO Jammu, AMO Srinagar, M I Narwal Jmu and M Is Parimpora & Direction Office Sgr





AREA MARKETING OFFICE MUMBAI

AMO Mumbai along with GMI Mumbai held a meeting with the officials of APMC Fruit Market Vashi regarding the exact arrivals of Cherry from UT of J&K



AREA MARKETING OFFICE JAMMU

An awareness programme regarding e-NAM, Departmental Schemes, marketing strategies was organized by AGMO Samba at Apni Mandi Tapyal, Samba. A D Marketing and eNAM Coordinator shared the benefits of online trading and urged upon all to get registered for e-Nam.



Besides the issues viz. electricity, drinking water facility, extension of shed, flooring/macadamisation of Mandi were discussed.



AMO Jammu along with AGMO Office Bishnah and GMI visited the mango orchard of Mr. Raman Gupta and his partner at village badyal and also at High Tech Mushroom farm, one of best orchards at national level using all Israeli technology.



The orchardists were assured to provide marketing linkage of mushroom for getting remunerative returns for their produce.



AREA MARKETING OFFICE PULWAMA

AMO along with AGMO discussing transportation of fruit from farm to mandi/market with the officers of C H O Office Pulwama.



GMI's of AMO Office Pulwama visited apple orchards intercropped with leguminous vegetables at Tengtuna and discussed with the growers harvesting pea (Arkel variety)



AREA MARKETING OFFICE UDHAMPUR

AGMO Reasi and M I visited the Mango orchard of progressive Grower Sukhdev Singh of Panasa having 100-120 plants of Mango (Malta,Dusheri,Desi Varieties) and Litchi over 15 kanals of area. The grower was educated about ODOP and transportation subsidy schemes etc.



AGMO visited JIB Ashram area in district Udhampur & met Panch Sh. Yashpal and some growers who grow vegetables like peas , raddish , cauliflower, brinjal , cabbage etc & fruits guava and mango achari and discussed Departmental programs with them



AREA MARKETING OFFICE BUDGAM

Area Marketing Officer along with the team of AGMO and Marketing Inspectors scrutinizing the documents of the Shop Allottees of Fruit and Vegetable Market Zaloosa Chari-e-Sharief for renewal of their licenses



AREA MARKETING OFFICE KUPWARA

Officials of AMO Office Kupwara visited orchardists of Kulangam and informed them about ODOP and other schemes of the Department besides efficient way of post harvest management of fruit crops



AREA MARKETING OFFICE SHOPIAN

GMIS of AMO Office Shopian today visited the cherry Orchard of Mr. Farhat Shakeel at village Rayyatpora Shopian. The progressive grower was apprised about the benefits of Parwaz scheme for transportation of his produce to various destinations of the country.



The grower has already been brought under Cooperative fold and the documents for registration of their society has already been submitted to higher Authorities.



AREA MARKETING OFFICE SOPORE

Officials of AMO Office Sopore monitoring erection of electric poles in Sopore Mandi along the Baghisundri approach road and demarcation of shopsites





AREA MARKETING OFFICE KULGAM

AMO Kulgam educating traders about maintenance of proper sanitation and cleanliness in the Mandi as per the directions of the Department & District Administration Kulgam



AREA MARKETING OFFICE BARAMULLA



cooperative society members
namely Evergreen co-op society
Rohama regarding finalisation of
papers

Officials of AMO Office Baramulla welcoming Sh. Vaid Prakash & sons, Oldest Trading Firm of district Baramulla who has started taking cherry from Baramulla to Delhi from Fruit Market Kanispora Baramulla



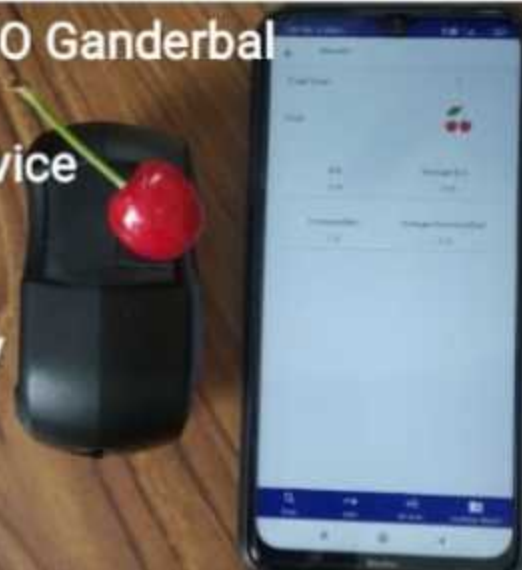
AREA MARKETING OFFICE GANDERBAL



Establishment of AMO Ganderbal

Demonstration of device
for determination of
internal quality
parameters of Cherry

By
M/S InfyU LABS

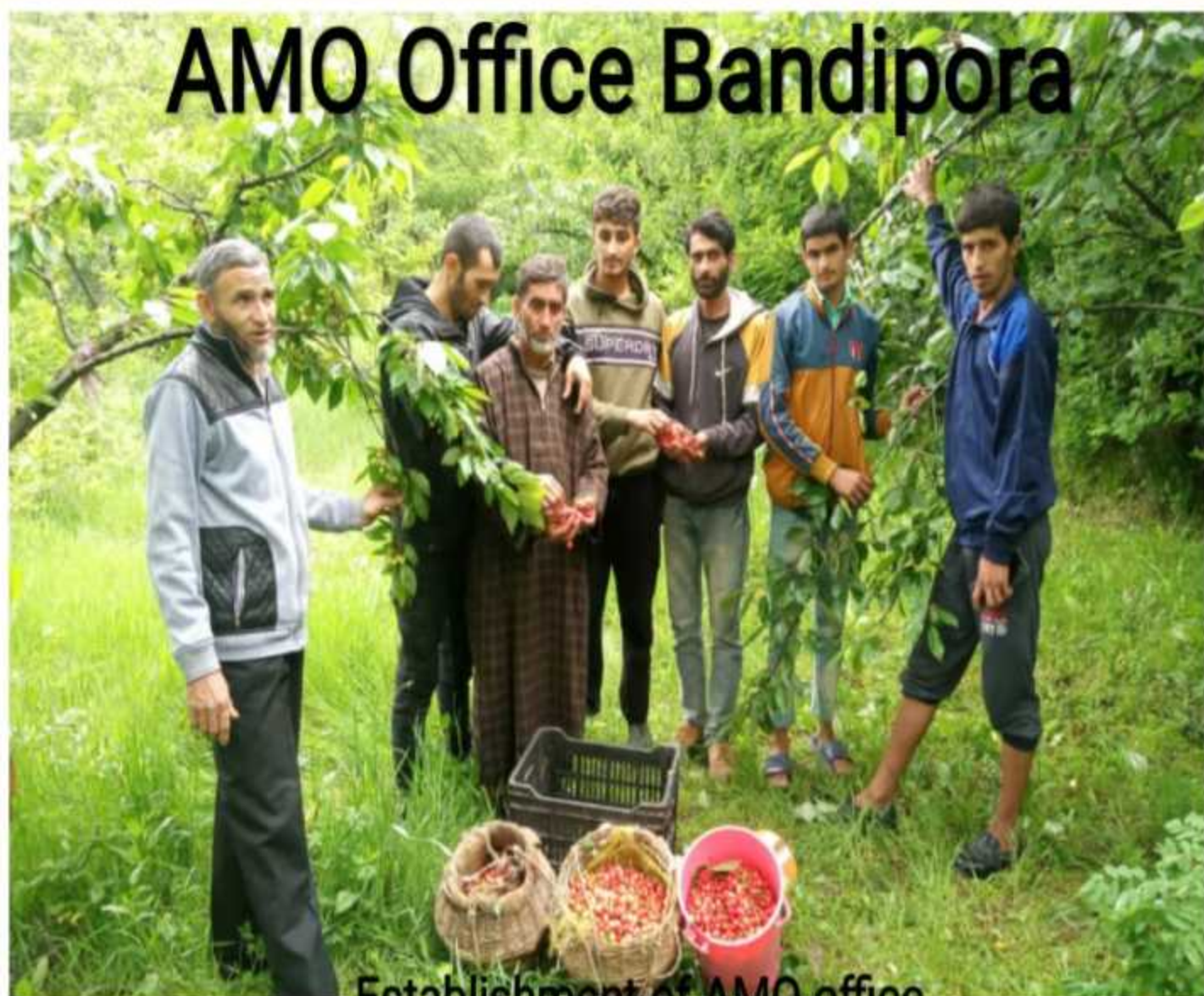




**Establishment of AMO Ganderbal
educating the CHERRY 🍒 growers
about the benefits of truthful
Grading and adoption of
customized packaging....**

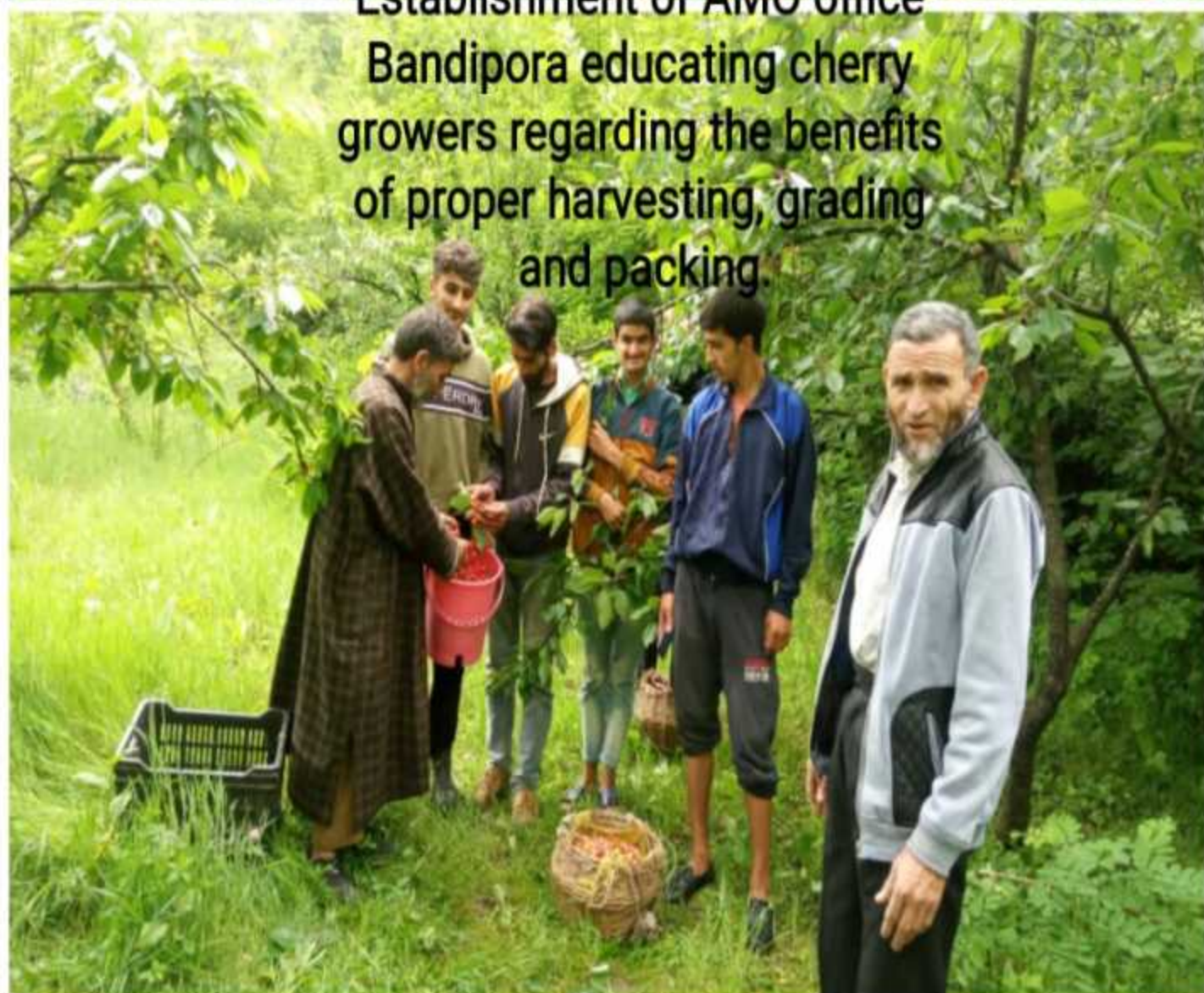


AMO Office Bandipora



Establishment of AMO office

Bandipora educating cherry growers regarding the benefits of proper harvesting, grading and packing.



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