



**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**



24-05-2022

DIRECTOR

Horticulture Planning & Marketing today chaired an on-line review meeting with Executive Engineer Jammu, Dy. Director (J) and Area Marketing Officers of Jammu Division regarding various developmental works and other activities of the Department



AREA MARKETING OFFICE KATHUA

AGMO and MI Kathua held an awareness camp in the mango orchard of Sh. Darshan Sharma at Dagwara in Phinter Billawar. Apart from BDC Chairman, Sarpanch, a number of mango growers, HDO Billawar and Officers from Agriculture Department were present in the awareness camp. The growers were advised to do proper cleaning, grading and packaging of their produce and sell their produce in markets of Kashmir valley, Batote, Doda, Kishtwar markets.



The concerned HDO was asked to propagate Hybrid Harad, Aonla, new varieties of Guava, Walnut, ultra high density apple in higher reaches. Growers were also asked to grow garlic, ginger, baby corn and exotic vegetables in their fields, in addition to traditional crops of paddy and wheat.



AREA MARKETING OFFICE MUMBAI

A meeting was called by AMO Mumbai regarding rent deed execution of two shops at MAFCO, Mumbai which was pending for the last three years and the shop-owners were directed to execute the rent lease deed and clear the pending dues.



AREA MARKETING OFFICE SRINAGAR

A meeting regarding status of Migrant Shops with New Kashmir Fruit Association Parimpora was conducted by the Officials of AMO Office Srinagar



AREA MARKETING OFFICE JAMMU

Departmental Stall was installed at Blue Moon Banquet Hall Jakh - Vijaypur (Samba) in view of the visit of Sh. Krishan Pal Gurjar, Hon'ble MOS Power and Heavy Industry GOI.



AREA MARKETING OFFICE PULWAMA

Unauthorized structures were removed by AMO Office Pulwama from the premises of Fruit and Vegetable Market Pricho Pulwama.



AREA MARKETING OFFICE UDHAMPUR

AGMO visited Chaneni area of Udhampur and met Sarpanch Sh. Subhash and others of Gadian village where Apni Mandi functions seasonally where almost all vegetables grown in the area sold



GMI AMO Office Udhampur visited CHO and CAO Offices Udhampur regarding clarification on transport subsidy. The Official also visited a Sweet Shops at Udhampur and educated them about ODOP Scheme



AREA MARKETING OFFICE BUDGAM

Area Marketing Officer Budgam along with Marketing Inspector and J E HPM monitoring the developmental works at Fruit Mandi Zaloosa Chrari Sharief



AREA MARKETING OFFICE DODA

Kelkar Fruits Vegetables and flowers Cooperative Marketing Society Bhalla Bhaderwah participated in Flowers Exhibition at Srinagar.



AREA MARKETING OFFICE KUPWARA

AMO Office Kupwara issuing notices to the Allottees of Kupwara Mandi



AREA MARKETING OFFICE SOPORE

AMO Sopore held a meeting with Executive Engineer PDD Sopore regarding modalities for establishing a dedicated feeder for Sopore Mandi.



Demarcation process of Shopsites continues in Fruit Mandi Sopore



AREA MARKETING OFFICE KULGAM

Cherry growers from Shopian getting better prices of their produce in Fruit Mandi Kulgam



AREA MARKETING OFFICE BARAMULLA



AMO BARAMULLA

Monitoring of construction of shopsites and auction platform by the staff



**Establishment of AMO Baramulla
interaction with the growers at
Tragpora and awaring them about
the GOI schemes.**



AMO OFFICE BARAMULLA



Field officials of AMO Baramulla creating awareness amongst cherry growers regarding the benefits of proper grading and packing and advantages of direct marketing at Tangmarg



Establishment of AMO Bandipora
creating awareness amongst
cherry growers regarding the
benefits of proper harvesting,
grading and packing.



AMO OFFICE BANDIPORA





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