



**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



26-05-2022

**HON'BLE
LIEUTENANT GOVERNOR
U T OF JAMMU & KASHMIR
SHRI MANOJ SINHA**

**visited today our Departmental Stall at SKUAST on 1st Day of Three Days'
"National Seminar on Agriculture" organized by The Society of Community
Mobilization for Sustainable Development in collaboration with SKUAST -K**



ADDITIONAL CHIEF SECRETARY J & K GOVERNMENT

Mr. ATAL DULLU

also visited the Stall today at the Venue



DIRECTOR

Horticulture Planning & Marketing today had a LIVE Television Phone-in Interactive Program on DoorDarshan Kashmir



<https://www.youtube.com/watch?v=bZb9fifGj9k>

WARM SEND OFF

was given to Mr. Shakeel Ahmad Class IV at the Direction Office today who is retiring from Govt. Service on 31.05.2022





AREA MARKETING OFFICE KULGAM

On request of the traders of F & V Market Kulgam AMO assured them for early restoration of the weighing bridge of the Mandi



AREA MARKETING OFFICE BUDGAM

Area Marketing Officer Budgam along with AGMO Charari Sharief and Marketing Inspectors interacting with apple growers of Dardpora area educating them about various pre and post harvest techniques of horticulture produce with the aim to get quality crop and better returns



AREA MARKETING OFFICE KATHUA

AGMO and Mr Rajeev MI Kathua visited the Litchi orchard of Sh Surjeet Singh at Village Dalhoti in Barnoti. Approximately 20 percent of the crop is damaged due to bursting fruit through the center. The matter was brought into notice of the CHO Kathua and the concerned HDO telephonically.



AGMO and MI Kathua visited the Direct Marketing Litchi vendor Sh. Surinder Singh on the National Highway in front of his orchard



AGMO and MI Kathua also visited the multi crop orchard of Sh Surjeet Singh at Village Dalhoti in Barnoti. The orchardist has successfully grown Jackfruit and is getting good price for his large sized Jackfruit



AREA MARKETING OFFICE PULWAMA

GMI of AMO establishment Pulwama visited apple orchards of village Wuthura Pulwama and educated them about various post harvest handling of fruits and vegetables and activities of the Department



AREA MARKETING OFFICE KUPWARA

AMO Kupwara had a meeting with president Fruit Association Kupwara regarding the functioning of the Fruit Market Kupwara and also issued notices to the traders regarding trading in the Mandi



Officials of AMO Office Kupwara demarcating the shop sites of Allottees for construction of the shops



AREA MARKETING OFFICE BARAMULLA

M I Rafiabad Baramulla interacting with young fruit growers in light of the Departmental Schemes/Initiatives



Officials of AMO office Baramulla inspecting Cherry trade at F & V Market Baramulla





AMO Baramulla Officials interacting with growers at Goshbugh regarding mechanical grading, digital marketing & ODOP Scheme

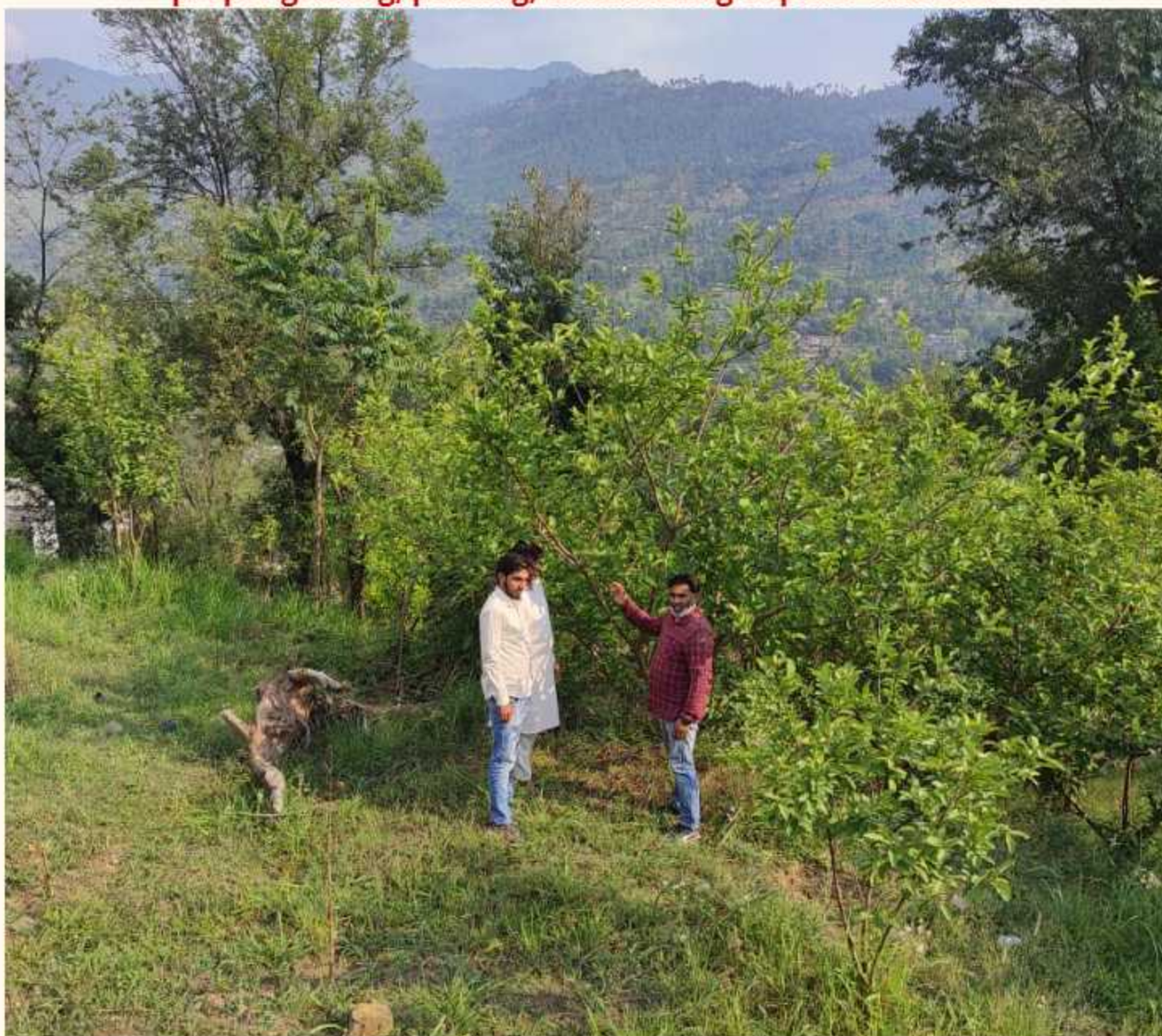


AREA MARKETING OFFICE RAJOURI

Area Marketing Officer Rajouri called the meeting with F n V Association Rajouri where many issues were discussed regarding proper functioning of the Mandi



GMI AGMO Office Poonch visited the orchard of Mohd. Tariq & discussed proper grading, packing, & marketing of plum with him



AMO OFFICE BANDIPORA



Establishment of AMO office
Bandipora educating cherry

A photograph showing four men standing in a lush green cherry orchard. They are surrounded by several blue plastic buckets and crates filled with ripe red cherries. The men are dressed in casual attire, including jackets and traditional blue shalwar kameez. The background is filled with dense green foliage and cherry trees.

growers regarding the benefits of
proper grading and packing.



A photograph showing four men standing in a cherry orchard, similar to the one above. They are positioned around blue buckets and crates containing red cherries. The men are wearing jackets and traditional clothing. The setting is a well-maintained orchard with green trees and grass.

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