



**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



28-05-2022

DIRECTOR

Director Horticulture Planning & Marketing today visited Patni Top and its adjoining areas to finalize the spots for organizing the proposed Awareness/Promotional Programs. The Director was accompanied by the Dy. Director (J), AMO Udhampur/Ramban/Doda & other officials during the visit.



Dy. Director Jammu while on his visit to Udhampur-Ramban districts interacted with the fruit growers of the area and advised them to follow proper marketing practices



ON 3rd & CONCLUDING DAY

many visitors visited our DEPARTMENTAL STALL established at SKUAST-K in connection with "10th National Seminar on Agriculture and More: Beyond 4.0" organized by The Society of Community Mobilization for Sustainable Development in collaboration with SKUAST-K





AREA MARKETING OFFICE UDHAMPUR

AMO Udhampur along with M I yesterday visited the mango orchardist at Tikri where varieties such as deshari, amaral,deshi are grown. The Orchardist was educated about value addition methods & various marketing platforms available.



The Officials also visited J K Bank Manager Tikri to enquire about the status of ODOP cases forwarded to the branch



AGMO Reasi alongwith GMI visited the Mahadev Enterprise, Reasi for the Upgradation of his existing Spices Processing Unit under ODOP Scheme



GMI Udhampur also visited Gen. Manager DIC Udhampur regarding the procedure for registration of New Pickle Unit and also NIC Udhampur regarding activation of Biometric Machine



AREA MARKETING OFFICE JAMMU

AGMO alongwith Marketing Inspector Bishnah visited the Organic farm of Sh. Nikhil Choudhary at Vill. Chak Alawal with regard to fixation of a meeting of progressive growers of the area reg. awareness about modern farming



Marketing Inspectors of Narwal Mandi monitoring inflow/out flow of fruit vehicles and recording their details during late hours



AGMO Office Akhnoor Official visited the on-farm Manufacturing Unit of Mr Sukhdev at Village Amla di Chappri in Maira Mandrain and was provided marketing linkages. He appreciated the Departmental efforts in packaging his products.



AREA MARKETING OFFICE BUDGAM

Area Marketing Officer Budgam along with the Marketing Inspector visited a Pear orchard at Chaki Hapatnar of Chrarsharief briefing pear growers about latest post harvest measures helpful in fetching better returns



AREA MARKETING OFFICE RAJOURI

AGMO Poonch participated in the Art & Craft Festival organized by District Administration Poonch. Various farmers and the general public visited the Mela. The farmers were made aware about various departmental Schemes.



AREA MARKETING OFFICE KULGAM

MechanicS from Tula Digital India Ltd, New Delhi visited F & V market Kulgam to inspect the defunct weighing bridge for its necessary repairs



AREA MARKETING OFFICE ANANTNAG

The Rural Development Department has started the excavation for construction of a Community Sanitary Center (toilet blocks) in the premises of Jablipora F & V Market Anantnag



AREA MARKETING OFFICE SOPORE

AGMO Sopore along with other official securitizing the documents for issuance of fresh/renewal license to allottees /non allottees of the Mandi



AREA MARKETING OFFICE BARAMULLA

Officials of AMO Office Baramulla monitoring Cherry trade and construction of shopsites by the Allottees





AREA MARKETING OFFICE GANDERBAL

AMO OFFICE GANDERBAL



Field officials of AMO Ganderbal creating awareness amongst cherry growers regarding the benefits of truthful and customised grading and packing.



AREA MARKETING 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.