



**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



04-05-2022

AREA MARKETING OFFICE JAMMU

AGMO Bishnah & MI Bishnah & Jammu organized a one day Awareness Camp for growers of Panchayat Kalyana R.S. Pura who were educated about Departmental Activities/Initiatives & were motivated to adopt new practices like grading, packaging, organic farming, formation of Cooperatives & eNAM through visual slides. Sarpanch Sh. Yuvraj Singh & Naib Sarpanches also participated in the camp.



After the Program the Officer/Officials visited the agriculture/horticulture farm of the Custodian Department, which is auctioned every year by the Department & met the contractor and discussed with him direct marketing of Achari Mango



Official of AGMO Office Akhnoor visited the Pickle Unit of Dayal House at Barnai and met its owner Mr Anil Mahajan. They have one of the biggest Units of pickles in the area and apprised them about local mango growers and requested them to procure raw mango locally.



AREA MARKETING OFFICE KATHUA

AGMO Kathua visited the office of Anmol Shakti Farmers Producers Company Kathua and met its Director. The company is tying up with CSIR-IIIM Jammu to produce value added products like Health Tonic, Lovastatin and Essence. AGMO Kathua assured them to provide full support in packaging, labeling, branding and marketing.



AREA MARKETING OFFICE ANANTNAG

AGMO Anantnag visited Fruit Mandi Jablipora to have an inspection of the latest developmental works there.



AREA MARKETING OFFICE SOPORE

AMO Sopore with staff inspected the work of OHT water supply in the Mandi



AREA MARKETING OFFICE KULGAM

AMO Kulgam taking stock of the sanitation status of Kulgam Mandi.





AREA MARKETING OFFICE BARAMULLA

Marketing Inspector AGMO Office Pattan interacting with Strawberry & Cherry fruit vendors in light of the Departmental initiatives



AREA MARKETING OFFICE SRINAGAR

Marketing Inspectors of AMO Office Srinagar checking the quality, grading, packing and rates of fresh arrivals of local Strawberry getting details from traders regarding Licence renewal and eNAM registration in Fruit Mandi Parimpora Srinagar



AREA MARKETING OFFICE UDHAMPUR

AMO Udhampur listened to the grievances like congestion / traffic jam, parking and shifting of some broken poles in the shop site area projected by President Gen. Secretary Fruit Association Udhampur who were accompanied by other allottees.



AGMO Reasi visited the Block Development Officer & explained to him about ODOF cases and getting some formalities done there. The Officer then also visited Mari mandi to take stock of business activities



AREA MARKETING OFFICE DELHI

Officials of AMO Office Delhi visited Model Town Gujranwala Market to explore the market and possibilities of sale of J K produce & met the leading trader Mr Rakesh dealing with dry fruits & other food products



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