



**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



05-05-2022

AREA MARKETING OFFICE KATHUA

AGMO and MI Kathua visited village Chandwan in Hiranagar tehsil. A meeting with mango growers was held in Panchayat Ghar Chandwan under the chairmanship of the Sarpanch. It was impressed upon mango growers to dispatch their produce directly to markets in Batote, Doda or in Kashmir so as to get better returns. Apart from this growers were advised to grow traditional trees viz , Jackfruit, Jimikand, Hybrid Harad and Moringa not only to get rid of the monkeys menace but also to earn handsome profits.



AREA MARKETING OFFICE JAMMU

AGMO Bishnah & MI Bishnah & Jammu organized a one day awareness camp for growers of Panchayat Deoli Bishnah who were educated about departmental activities/initiatives, adoption of new practices like grading, packaging, organic farming, eNAM, formation of Cooperative Society through visual slides.



After attending awareness camp, the officers/officials visited vegetable fields of some of the growers engaged in poultry & dairy farming in connection with Departmental Programs



AGMO Samba along with Marketing Inspector attended a meeting convened by D C Samba regarding the Aspirational District under SANKALP wherein project proposal regarding value addition training programme submitted by the office was discussed and the modifications in view of fresh guidelines issued in this regard were directed to be incorporated.



The Officer, Official had a detailed discussion with Ms. Sanjhali Jain (MGN Fellow, Samba) regarding the Project Proposal submitted for Aspirational District under SANKALP. The project is regarding the Value Addition Training Program to the Farmers / SHG / FPOs/ individual / entrepreneurs of district Samba.



AREA MARKETING OFFICE DODA
AMO Doda attended a meeting with the SDM Assar & discussed the functioning of Farmers' Market Kanderi Nallah Assar Doda.



AREA MARKETING OFFICE BUDGAM

Marketing Inspector of Area Marketing Office Budgam visited Soibugh area of Budgam and educated Fruit Growers about Post Harvest Management techniques of Horticultural Produce and PMFME Scheme



AREA MARKETING OFFICE KUPWARA

Establishment of AMO Office Kupwara had a routine meet with the growers of Braripora area and discussed with them the scientific methods of Apple cultivation to maximize their returns



AREA MARKETING OFFICE SOPORE

AMO Sopore alongwith MI's and casual labours inspecting the Baghi Sundri truck yard site and taking stock of the trees in and around the periphery of the proposed yard for tendering process as and when the truck yard work is initiated



AREA MARKETING OFFICE PULWAMA

GMI of Area Marketing Office Pulwama visited the C A Stores at Lassipora to collect market intelligence including dispatches of apple produce



AREA MARKETING OFFICE ANANTNAG

AMO & AGMO Anantnag attending meeting convened by the Deputy Commissioner Anantnag regarding ODOP (PMFME) Schemes



Marchi, gram, masala, soump are being sold by Punjab Traders/Farmers in Qazigund Market



AREA MARKETING OFFICE KULGAM

Under PMFME-ODOP Scheme products from Kulgam on the platform of NAFED of Mr Mudasdir Ahmad Wani from Pehloo whose spice cake has been selected after tough competition on all India bases. The product was officially launched today live from Kolkata for where Hon'ble P M graced the launching event and appreciated the youth/Entrepreneurs whose products were selected.



Shiv Shankar Sharma



AMO OFFICE BANDIPORA



Establishment of AMO office
Bandipora educating cherry
growers on the benefits of proper
grading and packing.



AREA MARKETING OFFICE UDHAMPUR

An awareness programme on production techniques, marketing trends, schemes with mode of financing was organized at Parkh Pouni in collaboration with SKUAST-J expert in honey production and marketing, KVK Reasi, NABARD, Director Rural Self Employment, SBI and progressive growers were present which included field visits with live demonstrations



AGMO Udhampur visited Khrooni Area of district Udhampur and met Sarpanch Shri Mukund Lal and others and discussed various issues regarding their produce and its marketing.



AREA MARKETING OFFICE DELHI

Officials of AMO Office Delhi attend the introductory meeting at COSAMB Office Delhi chaired by Sh Baldev Singh Bhandari new Chairman & Chairman Himachal Agri Marketing Board along with Dr J S yadav MD cosamb, Naresh Sharma Chairman Apmc Shimla nd other board members whereby formal discussion was held abt the departmental activities to promote the produce of the U T



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