



**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



14-06-2022

Deputy Director (J)

today visited the Departmental Stall at Sudh Mahadev and appreciated the efforts of Team Udhampur & instructed to apprise the visitors about the Departmental Initiatives latest technological agri/horti interventions for the welfare of the farming community.



Dy. Director Jammu was also warmly received and greeted by newly formed Mahadev Patnitop FVGCM Society at Bashat Chenani by Sarpanch Sh. Surinder Singh, President of the Society Sh. Rajesh Kumar Gupta, Gen. Sec. Sh. Sayish Kumar and other members.



PRI welcomed and addressed the Cooperative Society members and other progressive growers. He placed the plan w r t the working of the Society also discussed problems being faced by the farmers of the area regarding which the participants were assured of early resolution of the issues





Members of the newly constituted Cooperative Society in a group and being handed over the Registration Certificate by the Deputy Director



AREA MARKETING OFFICE SHOPIAN

CHO Shopian accompanied by AGMO and GMI today visited Mega Fruit Mandi Aglar Shopian. CHO interacted with the traders/growers and discussed the issues related to quality of the Cherry arriving in the Mandi. He stressed upon the growers to adopt high yielding varieties of cherry plantation.



AREA MARKETING OFFICE KULGAM

AMO Kulgam along with M I attended a review meeting conducted by DDC Kulgam about the progress made in ODOP cases and other issues.



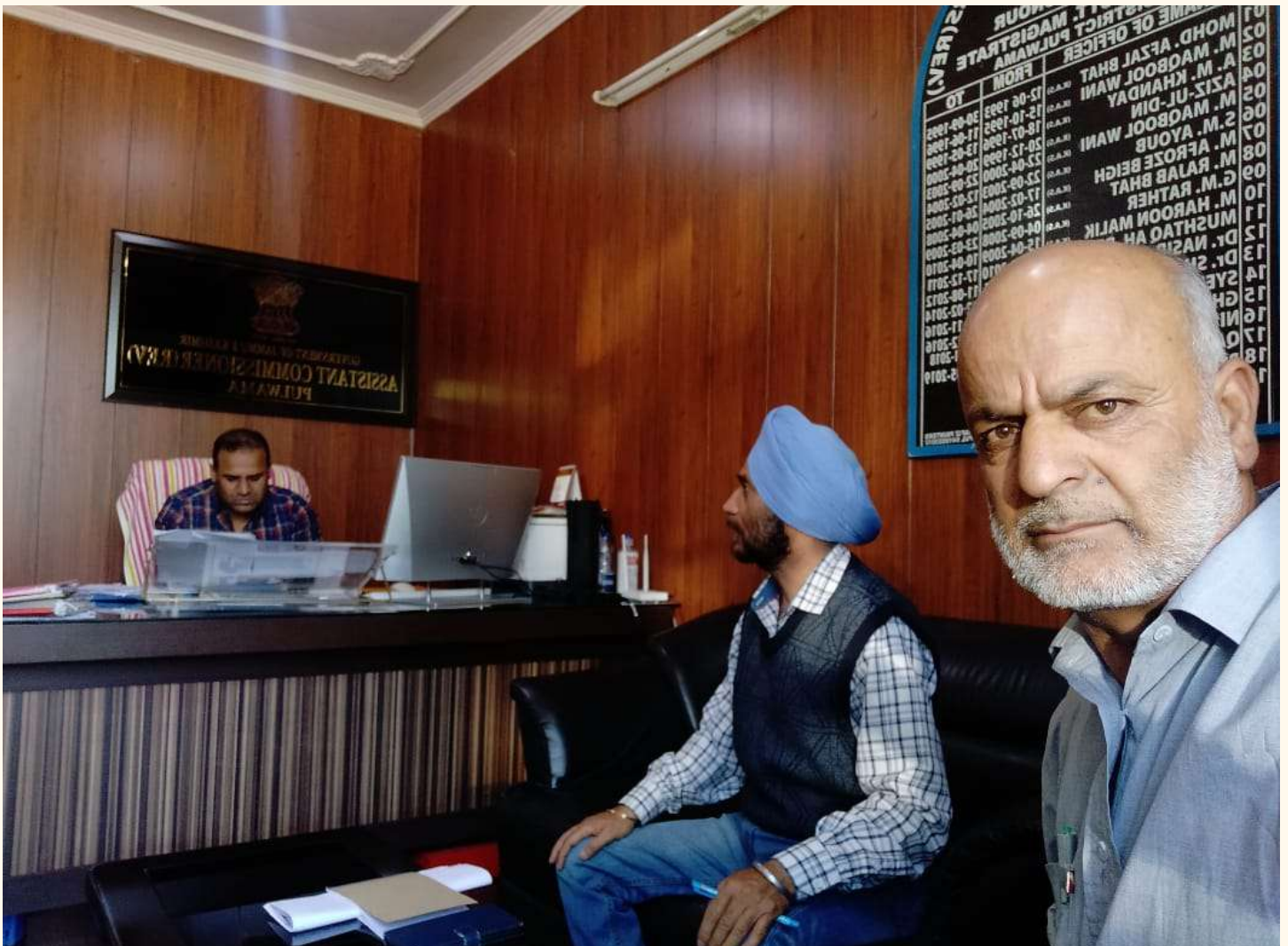
The Officer also attended a meeting with Dy Registrar Cooperatives Kulgam regarding formation of Cooperatives. The meeting was also attended by all sectoral officers and formalities of registration for micro food processing units under PMFME schemes were also discussed.





AREA MARKETING OFFICE PULWAMA

AMO Pulwama along with AGMO in a meeting with ACR Pulwama regarding issue of salvage amount deduction of one of the in favour of a land owner whose land was acquired for expansion of Fruit Market Prichoo Pulwama.



Marketing inspectors of AMO Office Pulwama had a field visit to various orchards of District pulwama. During the interaction orchardists were informed about the various Govt. Schemes like ODOP, schemes of NHB , eNAM. The growers were also educated about the importance of summer pruning and its impact on the quality of the fruit



AREA MARKETING OFFICE ANANTNAG

AGMO Qazigund monitoring pasting of stickers and smooth flow of fruit laden trucks on National Highway



AREA MARKETING OFFICE BANDIPORA

AMO OFFICE GANDERBAL





AMO Ganderbal in meeting with ADDC Ganderbal regarding providing of space / stall for showcasing/sale of J&K produce at Baltal.

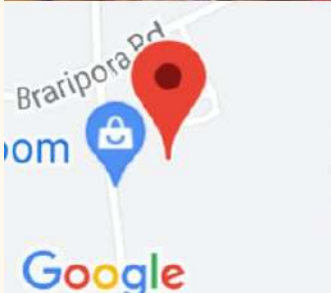
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AREA MARKETING OFFICE KUPWARA

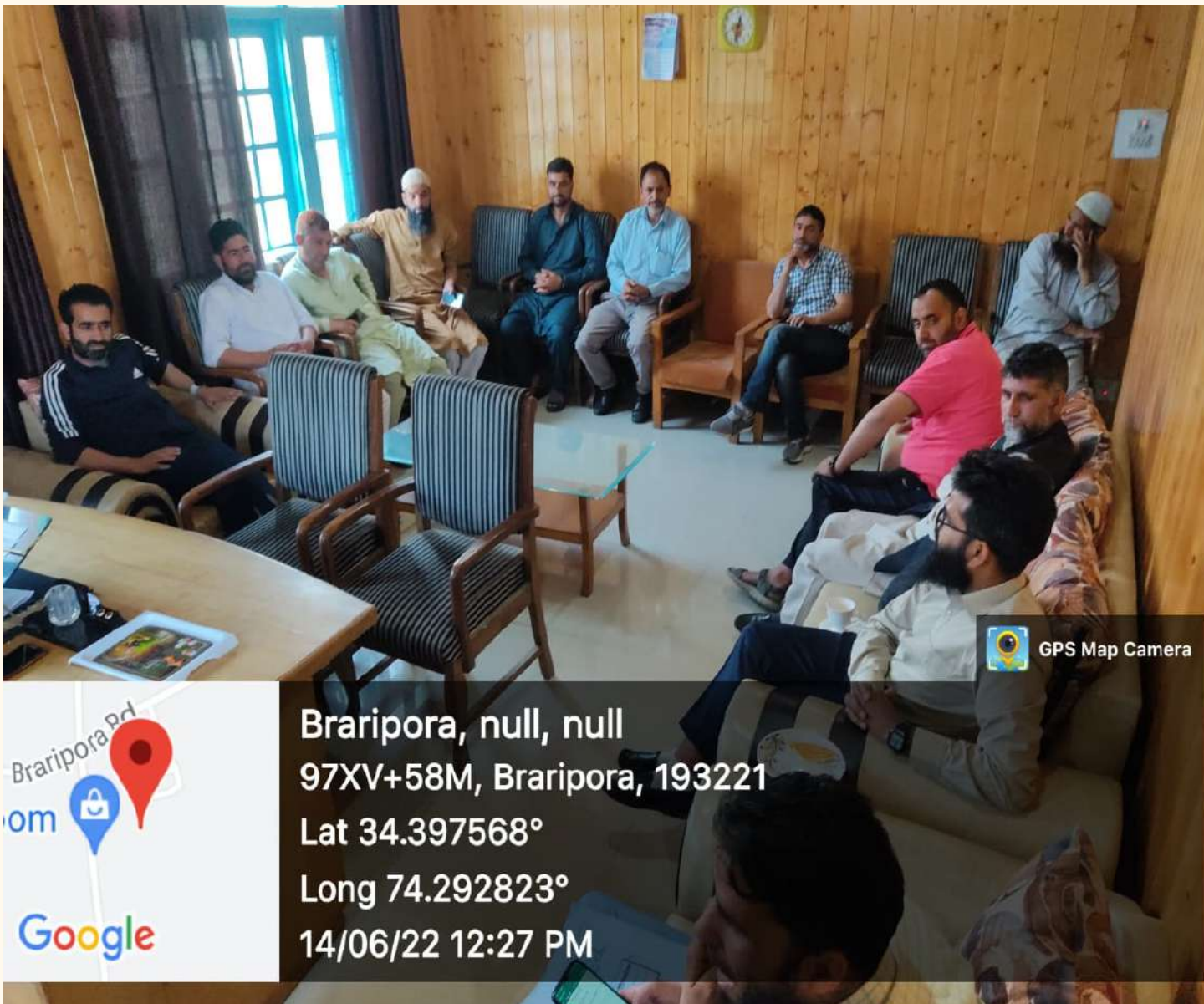
AMO Kupwara had meeting with traders of Handwarra & Kupwara Mandis regarding e-NAM in presence of Jameel Jeelani State coordinator e-NAM who also briefed the traders about e-NAM



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AREA MARKETING OFFICE JAMMU

AGMO Bishnah alongwith Marketing Inspectors Jammu in continuation to the last visit to farm of Sh. Yudvir Singh at Village Kalyana R.S.Pura today on demand of Bhatyari Agro and Dairy Marketing Cooperative Society Bishnah arranged the visit alongwith the members of Society to the farm for procurement of Desi Mango Pickle directly from the orchard at reasonable rates



VISHESH MAHAJAN
(JKAS)
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J & K Govt.