



**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



16-06-2022

**A PRESENTATION
was today given by
InfyU LABS**

**at Head Office Jammu in presence of the
DIRECTOR**

**Horticulture Planning & Marketing, Jt. Director, Dy. Director (C), A D (G & P)
and other Officers, Traders, Industrialists etc. regarding Grading of Walnut &
Almond. A lot of brainstorming was done during the presentation so that
InfyU Labs come up with Products more relevant and beneficial to the
produce of J & K**

*“InfyU LABS is a team of dedicated Professionals from various fields of
Engineering with a common goal of making Chemical-Free fruits & vegetables
accessible to everyone with the help of IoT (Internet of Things) which refers to the
use of Sensors, Cameras and other Devices to turn every farming element and
action in data”*



**An Awareness Camp presided over by the
Deputy Director (K)**

was organized at F & V Market Pulwama regarding various Departmental Schemes like PM FME, NHB schemes, eNAM etc. wherein the Dy. Director Horticulture P&M briefed the participants about the various benefits of these schemes. Other officers from the Department of Horticulture, Agriculture and other allied Departments also disseminated the benefits of various schemes.





AREA MARKETING OFFICE KULGAM

AMO Office Kulgam conducted an on-farm awareness camp at village Kachohallan Kulgam where peas growers, SHGs and local inhabitants were educated about Direct Marketing concept. The farmers appreciated the efforts of traders operating from Fruit Mandi Kulgam who offered them marketing services in their farms without charging any commission.





AREA MARKETING OFFICE BUDGAM

AGMO Chrari Sharief visited Kakawring and educated Fruit Growers about Post Harvest Management techniques of Horticultural Produce and PMFME Scheme



Marketing Inspectors of Area Marketing Office Budgam visited Ultra High Density Orchard Karepora Budgam and appraised Fruit Growers about Marketing linkages available for them. The said Growers were also motivated to go for proper Grading and Packing of their produce in order to get better returns of their Produce



AREA MARKETING OFFICE UDHAMPUR

GMI of AMO Office Udhampur interacting with a farmer selling his produce directly to the pilgrims visiting Sudhmahadev. He dispatches his produce to Jammu and Udhampur Mandies during the season. He was educated about different Schemes of the Department



AREA MARKETING OFFICE BARAMULLA

Representatives of Fruit Association F & V Market Baramulla held a meeting with officials of AMO Office Baramulla regarding various issues



AREA MARKETING OFFICE ANANTNAG

Demarcation process underway in presence of Revenue Authorities and the Police.





AREA MARKETING OFFICE SHOPIAN

AMO Shopian along with AGMO today carried out a demolition drive of unauthorized tea stalls erected in Mega Fruit Mandi Aglar Shopian.



AREA MARKETING OFFICE RAMBAN

Area marketing Officer Ramban alongwith AGMO and MI visited DFO Batote regarding installation of Canopies near Nashri Tunnel for FPOs and FVGCMs during Amarnath Yatra.



The Officers/Officials insisting the Batote Mandi functionaries to make the Mandi Polyethene free



AREA MARKETING OFFICE JAMMU

M I Narwal Mandi visited a Mango Orchard of Mandal area and met mango growers and educated them about better post harvest practices



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