



**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**



**01-06-2022**

## DIRECTOR

**Horticulture Planning & Marketing today convened a meeting with the RELIANCE TEAM regarding procurement of fresh fruits & vegetables by RELIANCE. The Team is also visiting Jammu as well as Kashmir Division to connect to farmers in coordination with the Area Marketing Officers of the respective divisions**



## AREA MARKETING OFFICE UDHAMPUR

AGMO Reasi participated in a training cum awareness program with NABARD and NRLM alongwith GMI Reasi at Akhli Buttan village Katra. The members of SHGs were educated about Departmental Activities, CSS, Post Harvest Techniques etc.



**During the concluding session of the training programme Processing & Value Addition Certificates were awarded to the best performing members of SHGs at the Venue**



## AREA MARKETING OFFICE JAMMU

**M I Narwal met Sarpanch Mandal in connection with conducting an Awareness Camp in Mandal for Vegetable Growers and for establishing Kisan Mandi in the area.**



**The Official, in field, educating a bottle gourd grower about proper grading & packing who sends the produce for sale in Parimpora and Anantnag Mandis.**



**M I Narwal Jammu visited a Poly House of a grower at Babilayana where seedlings of different vegetables are grown organically. The grower was advised to send the seedlings for sale in the Kashmir and was also provided contacts of C As of Narwal Mandi**



## AREA MARKETING OFFICE KUPWARA

Joint Market inspection of District Administration and Officials of AMO Kupwara being carried out in Kupwara main market to shift the leftover Allottees to Fruit Mandi Bumhama Kupwara



## AREA MARKETING OFFICE DELHI

**AMO Delhi along with staff in Fruit Mandi Azadpur ascertaining the market trend of J K fruit viz a viz fruit from Himachal and other areas**



**M I Delhi visited Baroda House Railways requesting them for additional Bogies for transportation of Cherry from Kashmir in response to a representation from Kashmir Fruit Association Parimpora**





## AREA MARKETING OFFICE BUDGAM

Area Marketing Officer Budgam along with M I had a meeting with Additional Dy. Commissioner Budgam and Sub District Magistrate Khan Sahab regarding cutting of Walnut trees inside the upcoming Fruit Mandi Kremshore so that the developmental works are carried out smoothly



AGMO Chrari Sharief conducted a meeting with President Fruit Association Charisharief regarding the e-NAM



## AREA MARKETING OFFICE KATHUA

AGMO & M I Kathua visited one spot at Janglote Kathua for holding forthcoming Mega Awareness Camp in Kathua as directed by the Director



## AREA MARKETING OFFICE RAMBAN

Registration with Reliance Fresh has started from today at Batote



## AREA MARKETING OFFICE SOPORE

Work on shifting of 11000 kv line in the final stage at Fruit Mandi Sopore. An allottee was also directed not dig wells in the Mandi unauthorisedly



## AREA MARKETING OFFICE RAJOURI

Area Marketing officer Rajouri along with AGMO and M I visited the village Dangri to meet Peach/Plum Growers and advised them to sell their produce in Rajouri Mandi after proper grading and packing for good returns



**AGMO Rajouri visited Agriculture Office Rajouri where CAO suggested to establish a Vegetable Mandi in Sunderbani as the has a huge vegetable production.**



**AREA MARKETING OFFICE GANDERBAL**



**Establishment of AMO Ganderbal  
facilitating virtual Post Harvest  
Training of Cherry growers with  
Team Amazon.**

# AMO OFFICE BANDIPORA



Establishment of AMO office  
Bandipora creating awareness  
amongst growers regarding the  
benefits of proper harvesting  
grading and packing.



AREA MARKETING OFFICE BARAMULLA

# AMO OFFICE BARAMULLA



Baramulla establishment checking demarcation of shop sites at Kanispora fruit mandi



Establishment of AMO office Baramulla in Coordination meeting with CHO Baramulla



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