



**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**



**22-06-2022**



## DEPUTY DIRECTOR ( K )

convened today a meeting in the Office of AMO Srinagar with the representatives of Fruit Association Parimpora and Sanitation Contractor regarding sanitation work of the Mandi and other related issues.





**The Dy. Director also visited Retail Vegetable Mandi regarding on spot inspection of the construction of slide gate as complained by the New Kashmir Fruit Association Parimpora Srinagar**





Officials of AMO Office Srinagar contacted the officials of ERA regarding dewatering of F & V Market Parimpora Srinagar.





## AREA MARKETING OFFICE KATHUA

AGMO and MI Kathua held an awareness camp at Primary School Khandwal in Marheen Zone of Kathua wherein Dr Shaveta Kohli Associate Professor Central University, AEO addressed the local growers and rural women. Farmers were advised to grow turmeric, red chili, ginger, vegetables, Jackfruit, Litchi, hybrid mangoes, papaya and Spota.



The participants were exhorted to use technologies like multi layer cropping, integrated farming, poly house, panchgavya, vermi compost etc. Dr Shaveta Kohli spoke about the need for forming Cooperative Society in the village.







### **AREA MARKETING OFFICE BUDGAM**

**Area Marketing Officer Budgam along with Marketing Inspectors visited plum orchards at Safdan area of district Budgam to acquaint growers about NHB, ODOP Schemes and eNAM**





## AREA MARKETING OFFICE PULWAMA

Flood situation in orchards of village Urichersoo Pulwama which is just three kms away from F & V Market Prichoo Pulwama





## AREA MARKETING OFFICE SOPORE

AMO Sopore along with staff continue to instruct the traders in Sopore Mandi to renew their licenses immediately.



## AREA MARKETING OFFICE RAMBAN

AGMO Batote and MI visited Nasri for preparation of installation of canopies for FPOs and FVGCMS in view of Amarnath Yatra





## AREA MARKETING OFFICE JAMMU

Marketing Inspector of AGMO Office Bishnah visited the orchard of Sh. Sham Singh at Village - Sikanderpur with regard to assessment of production of Indian Blackberry (Jamun). In anticipation of help for marketing / sale of Jamun the grower approached the officials and was assured of appropriate market/buyer/trader linkage





## AREA MARKETING OFFICE KUPWARA

Officials of AMO Office Kupwara participated in Block Devas at Zachaldara Handwara



## AREA MARKETING OFFICE BARAMULLA

Officials of AGMO Office Rohama interaction with apple growers at Shitloo Rohama regarding Departmental schemes





**Official of AMO Office Baramulla interacted with the outside traders at F & V Mandi Kanispora Baramulla**



**AREA MARKETING OFFICE DELHI**

**Officials of AMO Office Delhi visited Azadpur Mandi to assess the arrivals/ quality/grading & price of various J K fruits.**









## AREA MARKETING OFFICE RAJOURI

Officers from Department of Legal Metrology with collaboration with the AMO Office Rajouri conducted an Awareness programme in F/V Mandi Rajouri to inform the traders regarding proper verification of their weighing Machine as it is mandatory for every trader to verify his machine from the Departmental laboratory. AMO/ AGMO Rajouri also briefed the traders about the Schemes/Programs of the Department





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**J & K Govt.**