



**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**



**28-06-2022**

## DIRECTOR

Horticulture Planning & Marketing today had a meeting with a Team of Food Processors from Rajasthan to set up Machinery & other equipments in Jammu and Kashmir for Processing/Value Addition of Apple and other fruits including C- Grade. The meeting was attended by the Managing Director JKHPMC, Dy. Director ( C ), Dy. Director ( K ) and other Officers as well.





### **AREA MARKETING OFFICE PULWAMA**

**Marketing Inspectors during their field visit to apple orchards apprised the growers regarding centrally sponsored schemes like PM-FME, NHB schemes related to post harvest management of fruits & vegetables, eNAM etc for betterment of their livelihood. Also discussed the importance of summer pruning with them.**





## AREA MARKETING OFFICE SRINAGAR

Marketing Inspectors during their field visit held an interaction with the Progressive Vegetable Growers of Maloora Zone Srinagar wherein the growers were made aware about various departmental activities and apprised them about various schemes including NHB and benefits of forming Cooperatives.





### AREA MARKETING OFFICE BUDGAM

Area Marketing Officer Budgam along with Marketing Inspector visiting a Walnut Grading Line installed by FPO ADFAR at Choon Budgam





**AGMO Chrari Sharief visited Rakhi area of Chrari Sharief and familiarized the Fruit Growers about various Schemes of NHB and PMFME. The Fruit Growers were advised to conduct their Fruit business through e NAM facility available at Fruit Mandi Zaloosa**



## AREA MARKETING OFFICE ANANTNAG

AMO Anantnag along with staff checking the arrival, quality, grading/packing and rates of local Plum and Nectarine in Fruit Mandi Botengoo



Pasting of Stickers continue on National highway by AGMO Office Qazigund for smooth flow of fruit trucks





## AREA MARKETING OFFICE KUPWARA

**AMO Kupwara had a meeting with the Allottees of Fruit Mandi Kupwara**



## AREA MARKETING OFFICE UDHAMPUR

**AGMO Reasi visited different Bakery shops of Reasi to apprise and motivated the owners to upgrade their existing units under ODOP scheme.**





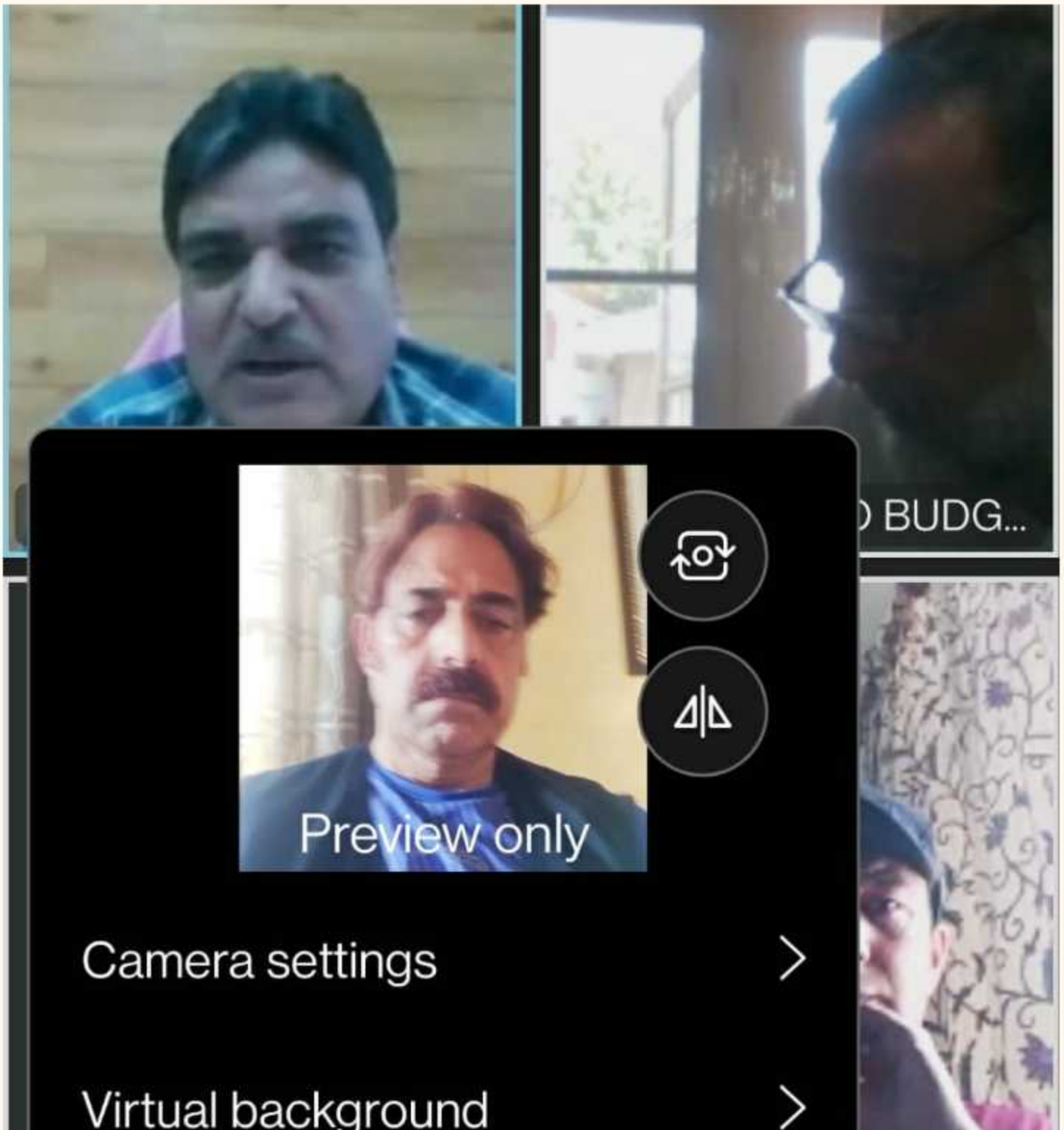
**AREA MARKETING OFFICE SOPORE**

**AGMO Sopore along with staff checking arrivals and dispatches of Plum, Peach etc in Fruit Mandi Sopore**



## A MEETING ON VIRTUAL PLATFORM

Chaired by the Special Secretary was attended by the AMOs, AGMOs and M Is today to review the progress of PMFME Scheme



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