



**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



07-06-2022

DIRECTOR

Horticulture Planning & Marketing accompanied A E E and J E in Maga Fruit Mandi Aglar Shopian and took detailed review of ongoing developmental works in the Mandi. Also held a meeting with Fruit Association Shopian wherein smooth functioning of Mandi was discussed. The Engineering Wing was directed to complete the projects well before the start of ensuing fruit season.





DIRECTOR

Horticulture Planning & Marketing also visited Fruit & Vegetable Mandi Rajouri accompanied and took detailed reviews of ongoing works in presence of Dy. Director Jammu, A.E.E. & other Officers/Officials and also held meetings with the Allottee. The Director issued on spot directions to the allottees to construct the shops and start trade activities by 15th of July otherwise shops allotted to them will be concealed. The Engineering Wing also was directed to complete the work at an earliest.





AREA MARKETING OFFICE JAMMU

AGMO Bishnah & M I Jammu visited the farm of vegetable growers at Block Arnia where water melon, tomato, lady finger, brinjal, cucumber, green chili & gourd. Growers were advised to form Cooperatives & adopt grading techniques for vegetables to get better returns





MI Narwal Jammu visited Treva Panchayat of Arnia zone and met Panches, Ex Sarpanch and discussed with the PRIs regarding vegetable produce, its marketing and surplus of produce. They jointly demanded for conducting awareness camp by the department so that local growers get educated about the activities of the department



AREA MARKETING OFFICE KULGAM

In connection with the ODOP cases persuasion/awareness AMO Kulgam along with staff and DRP visited Aalim Bakers Khudwani Kulgam. In this connection the old business premises of the aspirant was visited which seems to be quite feasible for upgradation.



AREA MARKETING OFFICE DODA

AMO Doda attended meeting at Conference Hall D C Office Doda regarding deliverables chaired by D C Doda



AREA MARKETING OFFICE RAJOURI

AGMO Poonch alongwith GMI visited the orchard of Mohd. Rubani has grown around 140 high density plants. The grower was encouraged for proper grading and packaging to fetch good returns.



AREA MARKETING OFFICE BUDGAM

Area Marketing Officer Budgam along with Marketing Inspectors of the establishment visited KVK Budgam to take first hand information regarding the various problems observed during the field visits so that the farmers are given updated solutions regarding the pre harvest and post harvest management of fruit crops of the district. The Programme Coordinator KVK Budgam was also invited to participate in the awareness camp to be held by the Department on 21st of June, 2022.



AREA MARKETING OFFICE KUPWARA

A meeting regarding ODOP was conducted in the Office of AGMO Kupwara attended by AMO Kupwara DHO Kupwara, Manager DIC, District Manager Lead Bank and other Officers and Officials of the concerned Departments to ensure cases are brought under the umbrella of PMFME- ODOP Scheme



AREA MARKETING OFFICE BARAMULLA

Officials of AMO Office Baramulla issuing Notices to allottees for construction of shopsites/conducting of business in F & V Market Kanispora Baramulla



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