



**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**



**09-07-2022**

## AREA MARKETING OFFICE BUDGAM

**AGMO Chrari Sharief visited Panzipora area of Chrari Sharief and apprised fruit growers about Departmental Programs & Schemes of NHB/PMFME. The fruit growers were also advised to conduct their fruit trade through eNAM Platform available in Fruit Mandi Zaloosa Chari Sharief**



**M Is of AMO Office Budgam visited Zoor village of Budgam and educated Pear fruit growers about Post Harvest Management techniques of Horticultural Produce and benefits of PMFME Scheme**



## MARKETING OFFICE DODA

AMO Doda yesterday visited Shiva Block Ghat area & met Atta Chaki Owner & informed them regarding upgradation of their Unit under ODOP Scheme.



**The Officer today visited Karmail area of Assar & met Ex Sarpanch & other vegetables growers and apprised them of departmental activities etc.**



**Officials of AMO Office Doda visited Blundpur and Kanderi Nala Farmers Market and imparted awareness regarding Direct Marketing, ODOP eNAM and also discussed about daily arrivals and dispatchs from the Market**



## AREA MARKETING OFFICE RAMBAN

An Awareness program was organized by AMO Office Ramban in connection regarding NHB Schemes wherein a good number of farmers/growers and the Officers of allied Departments participated. The visiting Officer from NHB Shri Sansar Ahmad gave a detailed presentation of NHB Schemes.



**The Dy. Director NHB Mr. Sansar Ahmad earlier visited Batote Mandi and monitored and had an overview of the trading activities there**



### **AREA MARKETING OFFICE KATHUA**

**AGMO Kathua inspected labeling and branding of Amchur, Dalia, Barriyan put on sale by Umeed SHG members at Yatri Langer Palli More Kathua and were advised to make packaging/labeling more standardized & attractive .**



**A virtual Awareness cum Review Meeting regarding was also attended yesterday by the Officers of Department**

3:41 89%

Participants (32)

Search

- SM shama Manzoor
- SW Sideeq wani
- SD Sunil Singh A M O...
- SS Surjeet Singh
- SS Sushant Sharma
- SZ Syed Zubair
- TI Tehsin Iqbal

Search

- AV Anuj Kumar Verma
- A Arooja
- C cahopulwama
- DS DAO SAMBA
- DS Dr.Altaf Ali Syed
- DP DRP DODA
- FI Farheena Iftikhar
- FS fazal soze

- IM Imran Malik
- MD Mohammad Danish
- M Munazah
- PP pmfmehorti@gmail...
- RR RAYEESA RASHID
- RS richa sharma
- SA S.R Sangra AMO
- S saifullah

- MK Mukhtar Ahmad Kh... Me
- P pmfme-fpi@gov.in Host
- AM Akanksha Sharma,...
- 2 25120067236
- AP Agmo poonch
- AB AMO Bandipora
- AS AMO SHOPIAN
- AR AMO udhampur re...

## AREA MARKETING OFFICE KULGAM

AMO Kulgam visited the Aalam Bakery Khudwani, Kulgam who has applied under ODOP for upgradation of his Unit. His case is already forwarded to the lending bank for sanction of loan. He has already started construction and acquiring necessary machinery.





## AREA MARKETING OFFICE SOPORE

AMO Sopore alongwith staff inspecting the macadamisation work of Nowpora road connecting Baghi Sundri approach road which will pave way for smooth traffic movement during the current fruit season



## AREA MARKETING OFFICE BARAMULLA

Officials of the establishment of AMO Baramulla in interacting with stakeholders about ODOP and NHB Schemes.





**The Officials also visited Loripora Baramulla & interacted with growers regarding different schemes of the department & their benefits**



## BANNERS GREETING MUSLIM BRETHERN

on the occasion of  
EID-UL-AZHA

have been put up by the AMO Offices in Mandis as well as on Office Buildings across the UT





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