



**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**



**19-07-2022**



## TWO DAYS

**"MULTISTAKEHOLDER CONVENTION FOR HOLISTIC AGRICULTURE DEVELOPMENT IN J & K - GLOBAL VISION & LOCAL ACTION"**  
was organized by the Department of Agriculture in collaboration with SKUAST-K which was inaugurated by the

Hon'ble Lieutenant Governor of the U T of Jammu & Kashmir

**SHRI MANOJ SINHA JI**

concluded today at SKICC Srinagar.

The Department of Horticulture Planning & Marketing along with other allied Departments participated in the Convention, established a Departmental Stall at the Venue and the Officers/Officials from both the divisions of Jammu & Kashmir attended the Convention.













**During the course of events of the Convention the  
DIRECTOR**

**Horticulture Planning & Marketing today in his presentation gave an insight of the Department before the audience apprising them about new and innovative measures being taken by the Department for the welfare of the growers and also chaired an Open Discussion Session with the FPOs in presence of the Dignitaries, Scientists Agri/Horti Experts from different States of the Country**





## Glimpses of different events during the Convention











### **AREA MARKETING OFFICE RAMBAN**

**AMO Ramban facilitating marketing channels for Barthal FVGCM Society and other Pear growers. The orchardist Shri Vijay Kumar Sharma is one of the Applicant of NHB schemes**





**The Officer yesterday visited the orchard of Shri Rashid Malik at Ladwal area and gave him awareness regarding NHB schemes especially open cultivation/protected cultivation, banana ripening chamber etc.**



**Shri Swami Raj and shri Darshan Kumar applicants of NHB schemes visited the Ramban Office and discussed about the availing scheme of Banana Ripening Chamber, Pre-cooling Chamber and retail outlet at Champa Batote**





## AREA MARKETING OFFICE BUDGAM

Marketing Inspector Budgam interacted with almond growers at Nagam Chrarsharief & educated them about eNAM and PHT.



## AREA MARKETING OFFICE SOPORE

Staff of AMO Office Sopore checking the construction of shopsites at F & V Mandi sopore





## AREA MARKETING OFFICE JAMMU

AGMO alongwith Marketing Inspector interacted with Sh. Romesh Sharma newly appointed District Resource Person (DRP) for PMFME (ODOP) in district Samba. The incumbent has been briefed about PMFME (ODOP) by AGMO and put on the job for registration of cases. The Officers also visited the Office of Tehsildar Samba for follow-up of identification of suitable State Land alongside National Highway for establishment of Fruit and Vegetable Market in district Samba.





## AREA MARKETING OFFICE ANANTNAG

Establishment of AMO Anantnag making the stall preparations at Dak Bunglow Anantnag for one day SVANidhi MAHOTSAV under Azadi Ka Amrit Mahotsav organized by Municipal Council Anantnag to be held on 20th July 2022



## AREA MARKETING OFFICE UDHAMPUR

AGMO Reasi visited Flour Mills of Dungi Laiter and motivated them to upgrade their Units under ODOP





## AREA MARKETING OFFICE PULWAMA

GMarketing Inspectors of AMO Office Pulwama visited apple orchards at Rohmu and interacted with the growers to apprise them about various post harvest techniques, NHB schemes, eNAM portal for the betterment of their livelihood, advised them to adhere with the apple spray schedule as formulated by the SKUAST K to overcome the diseases & insect pests so that quality of their produce is maintained





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