



**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



22-07-2022

EXECUTIVE ENGINEER

of the Departmental Engineering Wing yesterday attended a virtual meeting chaired by the Development Commissioner (Works) wherein both the Projects of Parimpورا and Sopore Mandis were approved for allotment.



AREA MARKETING OFFICE DELHI

GMI's of AMO Office Delhi yesterday visited Azadpur Mandi to access the arrival, quality and grading/packing of various fruits from J & K



AREA MARKETING OFFICE RAJOURI

AMO Office Rajouri established a Department Stall at P.W.D. Guest House Rajouri organized by FSSAI under 'Eat Right India' Mela.



AGMO & GMI Poonch attended a meeting organized by District Manager Lead Bank Poonch & at Dak Bunglow Surankote regarding various schemes of the Bank.



AREA MARKETING OFFICE SOPORE

AMO Sopore alongwith staff yesterday handed over physical possession after proper verification of the shopsites. Also Guard Room shifted from Lalad Sopore to F & V Market Sopore for utilization by Gate Entry Contractor



AREA MARKETING OFFICE BUDGAM

Area Marketing Officer Budgam along with M Is visited Fruit Mandi Kremshore to take stock of ongoing developmental works in the Mandi



AGMO Chari Sharief visited the village Hayatpora & apprised growers about the Schemes of NHB, PM-FME. The growers were also advised to conduct the trade through e- NAM facility available in F & V Market Chrarisharief



AREA MARKETING OFFICE KULGAM

AMO Kulgam along with M Is visited innovative marketing expert Mr Raja Khursheed today at Yaripora, Kulgam to get first hand information about his innovative value addition and quantum of volume being exported. He has tied up with a local agency at Delhi who has received huge demand for the same from Dubai





AREA MARKETING OFFICE KUPWARA

AMO Kupwara had a meeting with Sr Scientist KVK KUPWARA, DRP and progressive farmers regarding ODOP, & other products also with dry fruit traders of Fruit Mandi Kupwara regarding operationalisation of dry fruit segment



AMO Kupwara along with Handwara staff had a round of Fruit Mandi Bumhama Kupwara i c w various facilities for smooth trading of the functionaries



AREA MARKETING OFFICE BARAMULLA

Officials of establishment of MO Office Baramulla interacting with apple growers in light of Departmental initiatives.



Officials of
AMO OFFICE
BARAMULLA at
railway station
Baramulla in
connection with
one station
one product
scheme.



AREA MARKETING OFFICE UDHAMPUR

AMO Office Udhampur facilitating SHGs, FPOs, Cooperatives, ODOP Entrepreneurs with Stalls for sale and promotion of local produce/products under "One Station One Product" at Railway Station Udhampur



AREA MARKETING OFFICE RAMBAN

Officials of AMO Office Ramban had a meeting with Asstt. Station Master Railways Banihal regarding providing of space for FPO/Cooperatives near Railway Station Banihal for display & sale of their produce. The Officials also met Manager JKCC Bank Banihal regarding renewal of FDR of FGCM Societies



DEPUTY DIRECTOR NHB

Along with Asstt. Director G & P visit Banana Ripening Chamber in Jammu



AREA MARKETING OFFICE PULWAMA

AGMO Pulwama along with Marketing Inspector visited various orchards of Shadimarg area where harvesting of Balgerian Variety of Apple is going on. Growers were seen directly selling their produce to the local buyers in the orchards itself. The officials urged the buyers to reach to other production areas of this variety so that the growers can reap maximum benefit from Direct Marketing.





The officials also visited one Dairy Farm and encouraged the owner of the Farm to upgrade the Unit under ODOP



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