



**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



23-07-2022

DIRECTOR

Horticulture Planning and Marketing along with Dy. Director (K), Dy. Director (C) & Executive Engineer conducted an extensive tour of District Budgam. During the tour the Director visited F & V Market Zaloosa Charar i Sharif and took stock of the developmental works going on, had a meeting with stakeholders regarding functioning of the Market.





The Director visited a non functional Unit of JKHPMC and had a discussion with MD JKHPMC so as to make use of the Unit



The Director during his visit to upcoming Fruit Market Kremshore took stock of the ongoing developmental works in the Market and stressed upon the competition of the developmental works in stipulated time.



On last leg of the tour the Director visited Apni Mandi Khan Sahab and instructed Dy. Director Kashmir and Area Marketing Officer to submit a viability report of the said mandi



AREA MARKETING OFFICE KATHUA

A Stall was installed at Railway Station Kathua to facilitate FPOs/ Cooperatives/SHGs for promotion and sale of value added Horticultural/Agricultural products under 'One Station One Product' Scheme



AREA MARKETING OFFICE RAJOURI

AGMO office Akhnoor official visited the Dairy Day Ice Cream Unit at Rakh Nagbani Dommana and meet with its MD Mr Sanjay Sidh and imparted him knowledge about PM FME ODOP scheme and motivated him to upgrade his unit under the scheme



AREA MARKETING OFFICE KULGAM

During the recently concluded Multiple Stakeholders Conference at SKICC an attempt by AMO Kulgam to facilitated the market linkage like INNOFARMS for Apple Pulp to a local Entrepreneur who has a Unit at Lasipora





AREA MARKETING OFFICE KUPWARA

Officials of AMO Office Kupwara attended an Awareness Camp held at Block Kalaroos by LDM Kupwara reg. establishment of income generating units under PMFME ODOP & other allied Schemes





AREA MARKETING OFFICE SOPORE

AMO Sopore alongwith staff handing over physical possessions to the eligible Allottees at Fruit Mandi Sopore after proper verification



AREA MARKETING OFFICE UDHAMPUR

A Stall was installed at Railway Station Katra under One Station One Product initiative of Indian Railways wherein local products of SHGs and progressive growers are displayed for sale



AMO OFFICE BANDIPORA



Establishment of AMO OFFICE
BANDIPORA educating growers on

prospects/benefits of NHB and
ODOP schemes



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J & K Govt.