



**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**



**25-07-2022**



## AREA MARKETING OFFICE RAJOURI

AGMO Poonch today participated in the 'Eat Right Eat Healthy' Mela organized by Food Safety Department at Sports Stadium Poonch.





**AMO Rajouri along with staff attended 'Digital India Week 2022' at P.W.D. Guest House Rajouri**



**AREA MARKETING OFFICE DODA**

**Farmers of Assar area directly sell their produce like Pear, Brinjal, Bitter Gourd, Tomato etc. to consumers from Kanderi Nallah Farmers' Market.**





**AMO Doda interacted with the farmers/local traders of Kanderi Nallah Farmers' Market Assar Doda and ascertained about the despatches of fruits & vegetables.**



**AMO establishment Doda participated in Digital week/Mela organized by District Administration Doda.**





## AREA MARKETING OFFICE KULGAM

AMO Kulgam attended the Digital Week function organized by District Administration Kulgam at Mini Secretariat Kulgam & demonstrated the digital trading/marketing at the venue





## AREA MARKETING OFFICE KATHUA

GMI Kathua today visited Govt. Degree College Kathua and Govt. Degree College for Women Kathua regarding awareness camps to be organized in both the campus in respect of Government/Departmental schemes



## AREA MARKETING OFFICE ANANTNAG

AMO /AGMO taking stock of the construction workS at Fruit & Vegetable Terminal market Jablipora Anantnag.





## AREA MARKETING OFFICE SOPORE

AMO alongwith staff checking the licenses of allottees and non allottees for streamlining the mechanism of proper fruit trade in Sopore Mandi.



## AREA MARKETING OFFICE UDHAMPUR

AGMO Reasi attended Digital India Week 2022 at Auditorium Reasi





## AREA MARKETING OFFICE PULWAMA

AMO Pulwama along with AGMO attended Digital India Mela 2022 at D C Office Pulwama.



The Officers also had a meeting with Fruit Associations regarding start up of fruit season in mandies and other related issues





## AREA MARKETING OFFICE RAMBAN

AMO Ramban in Dalwas with Farmer Producers Organization regarding their despatch of Pear (Babgosha) to Pathankot





## AREA MARKETING OFFICE BUDGAM

**AGMO Chrari Sharief visited Kakawring area and educated Fruit Growers about latest Post Harvest Management techniques of Horticultural Produce and benefits of PMFME Scheme and eNAM**



## AREA MARKETING OFFICE BARAMULLA

**Officials of AMO Office Bla discussing issues of F&V Market Kanispora with AEE & JE of Horticulture (P&M) viz restoration of power lights, water supply, demarcation of some shopsite & lopping of popular trees near the main gate**





The Officials also had a meeting with core members of FPO Merak Shah wrt installing of Stall under One Station One Product and discussed CSR initiative with President Fruit Association Baramulla under KISAN FIRST Project and imparted knowledge to the traders /growers wrt mechanical grading





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