



**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



26-07-2022

AREA MARKETING OFFICE KATHUA

AGMO & M I Kathua held an awareness camp for growers at High School Dhorsi Panchayat Fourelain West B, a far flung area in Barnoti block of Kathua district. The Officers, concerned Sarpanch, AEO, Manager J&K Bank Rajbagh addressed the growers. It was emphasized upon growers to choose such crops for their fields as shall get them good returns. Information about PMFME, Agriculture Department and J&K Bank schemes was also disseminated among farmers.



Considering the topography of the area as well as monkey menace, growers were advised to grow Dragon Fruit, Jackfruit, Jimikand, Amla, Pyundi Harad, Jikand, Tarad, Moringa, Turmeric, Ginger Papaya etc.



The Officers also got one new case uploaded by DRP Kathua under PMFME ODOP Scheme



The Officers along with DRP Kathua visited the under-construction shed of Mrs Shivani Verma who has applied for setting up Masala Processing Unit under PMFME ODOP.



AREA MARKETING OFFICE DODA

AMO establishment Doda attending Digital India Week 2022 at Community Hall Doda in which several Growers registered themselves for eNAM were also educated about other Departmental Programs.



AREA MARKETING OFFICE JAMMU

M I Narwa Jammu had a meeting with Ladies SHG to inform them about Self-dependent activities via processing of spices, jams etc. Also visited the residence of SHG member where she has processed red chilly and other spices.



AREA MARKETING OFFICE SRINAGAR

Area Marketing Officer Srinagar along with staff had a meeting with Officers of JKHPMC to facilitate them Space/Office in Fruit Mandi Parimpora Srinagar to Launch the Parvaaz Scheme of the Government.



A grower/trader intending to establish a Cold Store under NHB Scheme being apprised by the M Is of AMO Office Srinagar about the benefits of the Schemes and its procedure for applying online.



AREA MARKETING OFFICE ANANTNAG

AMO, AGMO Anantnag along with AEE and JE of the Engineering Wing of the Department visited the spot alongside the National Highway at Frit Mandi Jablipora where the demarcation recently and instructed the Contractor to expedite the work



AREA MARKETING OFFICE SHOPIAN

AMO Shopian along with field staff and DRP today visited Mr. Adil Maqbool at village Bohri Halan Shopian who has been brought under PMFME scheme for establishing a Potato Chips Unit.



Forest Block, null, null
Mughal Road, Forest Block, 192303
Lat N 33° 40' 57.2124"
Long E 74° 45' 49.5468"

25/07/2022 11:21:27 AM



AREA MARKETING OFFICE UDHAMPUR

AGMO Udhampur visited Malahar area of Udhampur and met Panch Sri Desraj and other growers to educate them about ODOP scheme.



AREA MARKETING OFFICE PULWAMA

AMO Pulwama called on newly appointed DRP and requested him to process previously uploaded and fresh ODOP cases



AREA MARKETING OFFICE RAMBAN

A progressive orchardist Shri Lekh Raj Ex Headmaster and S Ravinder Singh Chairman MCJ visited the AMO Office Ramban regarding Integrated Post Harvest Schemes of NHB & later the team visited their high density orchard reg feasibility for packhouse, anti hail net and Banana Ripening chamber projects.



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J & K Govt.