



**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



29-07-2022

AREA MARKETING OFFICE KATHUA

Area Marketing Officer Kathua alongwith AGMO and MI Kathua held one technical awareness session on PMFME, NHB and AIF for students of ITI Hiranagar. AMO, AGMO, Social Activist Ravi Abrol, Neha Sharma Senior Faculty SBI RSETI disseminated information in detail about PMFME, NHB, AIF and SBI schemes. Students were asked to avail benefits of PMFME scheme and become job givers instead of job seekers.



Area Marketing Officer Kathua alongwith AGMO, MI and Principal ITI Hiranagar planted fruit tree plants in the premises of ITI Hiranagar. Message was passed on to students to sow saplings of a good number of fruit trees in their fields/land.



AREA MARKETING OFFICE UDHAMPUR

AGMO Udhampur visited Malhar area of Udhampur district and met growers there in connection with ODOP scheme.



AGMO Reasi along with M I visited the Stall at Katra Railway Station and assisted the Stallers in decorating their stalls with banners of the Department with notified products under ODOP of different districts



The Officers also visited a renowned Pickle Manufacturer Baba Dansar and during the interaction with the Owner and the employees advised them to follow the operations for Pickle Processing mechanically by adopting ODOP Scheme.



AREA MARKETING OFFICE ANANTNAG

Today establishment of Area Marketing Office Anantnag visited a progressive grower Mr Mushtaq who is interested in setting up a Banana Ripening Chamber under NHB



AMO along with staff inspecting laying of concrete flooring being laid on one of the Auction Platforms at F & V Market Jablipora Anantnag



AREA MARKETING OFFICE SHOPIAN

AMO Shopian along with his field staff today held a meeting with Chief Animal Husbandry Officer Shopian to bring dairy units of the District under PMFME scheme. The CAO was kind enough to provide the list of Dairy units in the district and agreed to put on joint efforts for bringing maximum dairy units under the scheme.



AREA MARKETING OFFICE BUDGAM

AGMO Chrari Sharief visited Tilsar area and apprised Fruit Growers about proper Grading and Packaging of Horticultural Produce PMFME Scheme and eNAM facility



AREA MARKETING OFFICE DODA

AMO establishment Doda held an awareness camp in the Industrial Training Institutes Doda in which a large number of young entrepreneurs from the Institute participated. AMO Doda & Staff of the Institute discussed Departmental Schemes such as ODOP, eNAM, Direct Marketing, NHB and AIF with the participants



AMO Doda also had a meeting CHO Office Doda with the Cluster Head of J n K Bank and other Officers of the allied Departments & discussed about the AIF, NHB etc.



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