



**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**



**02-07-2022**



## DIRECTOR

Horticulture Planning & Marketing J & K Govt. today convened a meeting of the Fruit Associations of Kashmir Division at Direction Office Rajbagh Srinagar regarding the functioning of the F & V Mandis in view of the ensuing fruit season.





**The Director sought cooperation from the Presidents/Representatives of the Association for effective implementation of the Departmental Initiatives, Programs and Schemes.**

**The Associations raised some issues and put forth demands which were discussed threadbare and onspot decisions were taken for the resolution/fulfillment of the issues/demands**





## AREA MARKETING OFFICE BUDGAM

**One day Awareness Camp at village Ichama Beerwah Budgam was organized by the AMO Office Budgam in order to make the stakeholders aware about various Departmental Programs/Schemes, Post Harvest Management of horticulture produce**





**Dr. Benish educated the participants about post harvest management of fruits and vegetables, value addition of vegetables and fruits and M Is advised the farmers to form Cooperative Societies and take the benefit from NHB/CS Schemes**





**CEO ADFAR FPO Ms. Asifa described the benefits availed by their FPO in order to motivate farmers to form the FPOs and avail the benefits of various Government Schemes.**



### **AREA MARKETING OFFICE KATHUA**

**Area Marketing Officer Kathua in a review meeting with District Resource Person (DRP) Kathua regarding cases of ODOP Scheme.**





**AGMO & M I Kathua held an Awareness Camp for rural women in Ward No 7 Londi Hiranagar Kathua. Besides AGMO & M I Kathua Social Activist Ravi Abrol, Manager P Marka Oil, AEO and Assistant Canning Instructor addressed the gathering. Rural women were asked to form a group and start food processing after getting training from District Canning Center Kathua.**



**Information about FSSAI, packaging, labeling and branding was also disseminated among ladies present on the occasion. Women were asked to cultivate vegetables, mushroom and fruit tree plants in and around their houses.**





**The Officer & Official also visited the orchard of Surinder Singh. It was informed by Surinder Singh that he earned approximately ₹ 3 lacs by selling Litchi, this year. He was advised to grow high density Mangoes and Aonla.**





## AREA MARKETING OFFICE KULGAM

AMO Kulgam had a review meeting with Mr Imtiyaz Ahmad from Srandoo Kulgam who has already been introduced to CEO Of Innofarms Mr.shudsnshu Gupta from Jaipur just few days back. The Office will soon have a machine installed at Kulgam for getting Pulp of Apple



## AREA MARKETING OFFICE PULWAMA

AGMO Pulwama along with M I met Chief Animal Husbandry Officer (Nodal Officer) ODOP Scheme to review the progress of ODOP Cases





## AREA MARKETING OFFICE SRINAGAR

Officials of AMO Office Srinagar along with DRP inspected the Unit of Shalimar Bakers and guided him regarding registration under ODOP Scheme



The Officials also visited Safa Bakers Safakadal Srinagar for inspection who has applied for upgradation of his Unit under PMFME ODOP Scheme

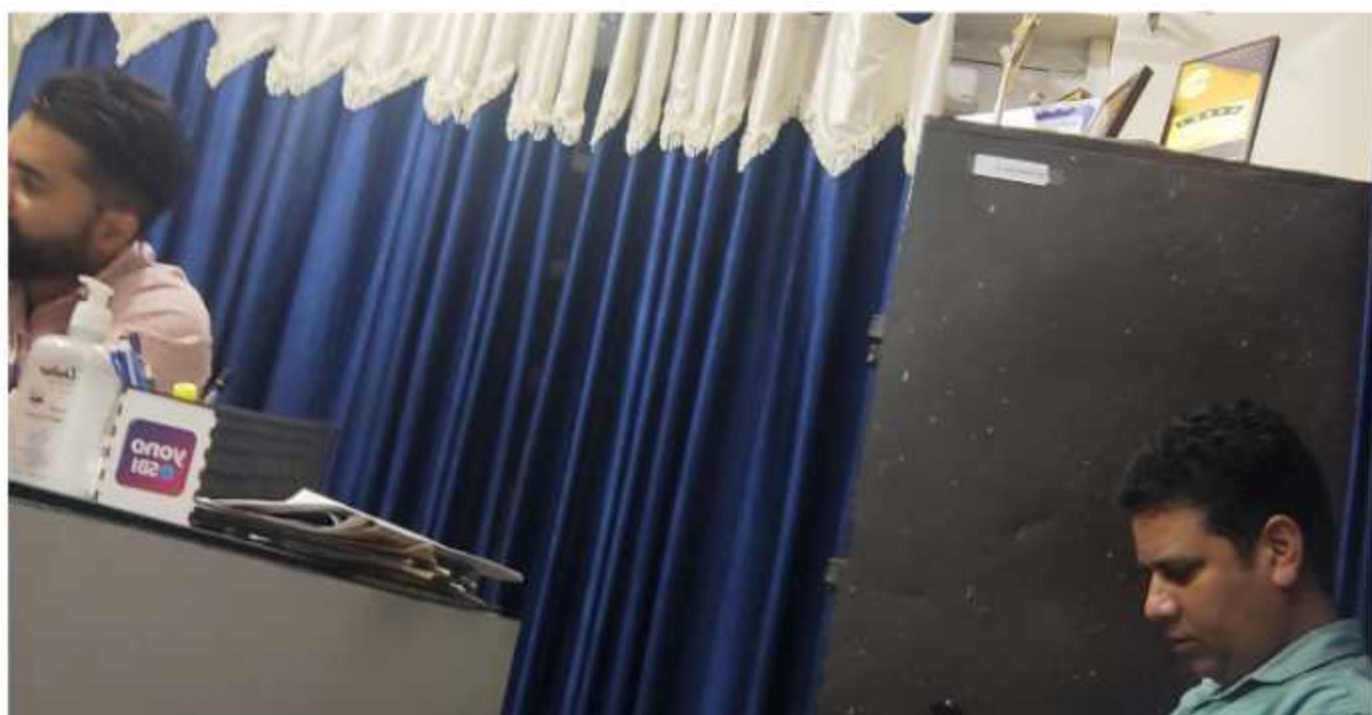






### AREA MARKETING OFFICE DODA

**AMO establishment Doda held a meeting with Chief Branch Manager State Bank of India regarding delay in loan facility of the ODOP Cases**





## AREA MARKETING OFFICE UDHAMPUR

**AGMO Reasi visited Puria Apni Mandi Reasi to assess the business activities where farmers requested to provide overhead sheds to avoid the daily losses and also to protect the commodities from rain.**



## AREA MARKETING OFFICE JAMMU

**AGMO along with M I Samba visited the orchard and pack house of Sh. Mohan Lal at Village Rajinderpura (Bagunna). The orchardist is harvesting the Mango fruit of Chausa, Langra, Kuppi, etc and selling it from his orchard only. He was advised to sell his produce in other nearby Mandis like Narwal etc.**







**Official of AGMO Office Akhnoor visited the Mango Orchard at Nagbani Dommana. The growers were educated about proper grading and sorting in order to fetch better prices.**







**AREA MARKETING OFFICE SOPORE**

**Departmental Stickers being pasted on fruit laden trucks at Fruit Mandi Sopore**





## AREA MARKETING OFFICE BARAMULLA

Officials of AMO Baramulla interacted with an applicant of ODOP for submission of his application for expansion of his honey bee project



The Officials also ensuring shops being constructed in at F & V Market Kanispora are as per the approved layout & design





**M Is also interacted with growers at village Chandra Seeri in light of the Departmental Programs/Schemes**





**SOPORE**

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