



**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**



**05-07-2022**

## AREA MARKETING OFFICE SOPORE

AMO Sopore along with staff and Fruit Association Sopore waiting to welcome Hon'ble Niti Aayog Central Prabhari Officer Shri Rajiv Kumar and later Central Prabhari Officer District Baramulla took a review meeting regarding functioning of the mandi, issues faced by traders and scope for improvement of the market.



## AREA MARKETING OFFICE JAMMU

AGMO Bishnah and M I Jammu invited members of SHGs/Bhatyri Cooperative Society for participation in one day awareness camp to be held on 07.07.2022



## AREA MARKETING OFFICE BUDGAM

**Area Marketing Officer Budgam along with Marketing Inspector visited Karipora area of Budgam and educated Fruit Growers about Post Harvest Management techniques of Horticultural Produce and benefits of PMFME Scheme**



**AGMO and Marketing Inspector explaining the benefits of PMF ME and NHB Schemes to young growers at Rakhayee village of Charsharief**



## AREA MARKETING OFFICE DODA

AMO Doda today visited the Seel block Dali and apprised Apple & Walnut growers about Departmental Schemes/Programs



## PROCESSING/VALUE ADDITION UNITS ESTABLISHED/UPGRADED

under PM FME ODOP Scheme within the jurisdiction of different Area  
Marketing Offices of U T  
Pickle Units at Bhalra Bhaderwah Doda





**Reeta Sharma ODOP beneficiary from Rajouri**



### ODOP Unit at Ajas Bandipora



**LONE POULTRIES**

**Bandipora**



### BGS Spices Unit at Kathua





**Direct Marketing outlet established by new Barthal Coop Society on jammu Doda NH lead by its Chairman Darshan Singh**





## AREA MARKETING OFFICE ANANTNAG

Out of twelve Auction Platforms seven completed four completed up to substructure level & one under construction at F & V Market Jablipora Anantnag.



Welcome Banner erected at Nawbugh Tunnel Qazigund by AGMO Office Qazigund in view of Shri Amarnath Ji Yatra



## AREA MARKETING OFFICE RAMBAN

AMO Ramban attended a virtual meeting the FPOs of the district at D C Office Complex Ramban



## AREA MARKETING OFFICE BARAMULLA

Official of establishment of AMO Baramulla interacted with Dy Sarpanch of Wasuna Goshbugh and apprised them about the Departmental Programs/Schemes





## AREA MARKETING OFFICE SRINAGAR

In order to Kick off the PARVAZ SCHEME from Fruit Mandi Parimpora the Officers of the Implementing Agency (JKHPMC) Mr. Parvaiz Ahmad Shah , Financial Consultant, & Mr. Shaiq Hussain, incharge Business Development, and Officials of AMO Office Srinagar had a meeting with the President Fruit Association Parimpora for providing necessary logistics in the Mandi.



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