



**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**



**30-07-2022**



## DIRECTOR

Director Horticulture Planning & Marketing today had a surprise visit to the Fruit Mandi Parimpora & took stock of the different Mandi affairs viz. Sanitation, details of Arrival/Dispatches of Fruit trucks, ascertained the factual position of construction works, enquired about the status of issuance of licenses and had a meeting with the Fruit Association Parimpora.





**The Director issued on spot instructions for smooth functioning of the Mandi and directed the staff of AMO office Srinagar to ensure proper sanitation of the Mandi, gear up for the field activities and achieve the targets in the given time frame.**





## AREA MARKETING OFFICE RAMBAN

AMO Ramban along with staff attended the Mela on "EAT RIGHT INDIA" at Ramban



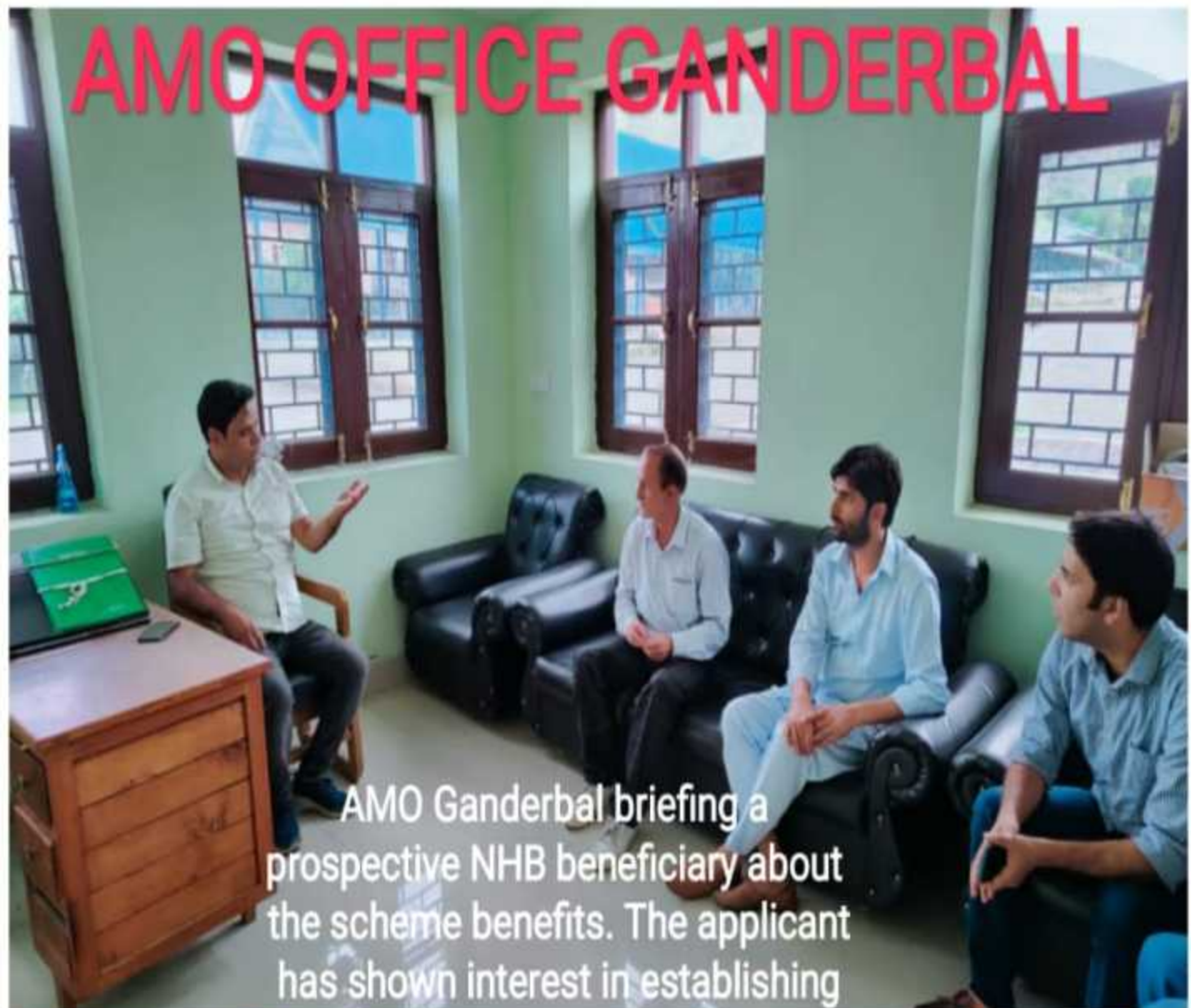


## AREA MARKETING OFFICE GANDERBAL





# AMO OFFICE GANDERBAL



AMO Ganderbal briefing a prospective NHB beneficiary about the scheme benefits. The applicant has shown interest in establishing

an environmentally controlled retail outlet on Ganderbal Leh highway.





## AREA MARKETING OFFICE KATHUA

**GMI Kathua visited SUS Agro, Food processing unit, SICOP industrial complex, Kathua and had an interaction with the Manager of the Processing Unit. Sh. Yash Pal, in respect of Government/Departmental schemes viz. PMFME, AIF, NHB, etc.**



**GMI Kathua also visited Rattan Oil Mills, SICOP industrial complex, Kathua, also having a Biscuit Manufacturing Unit under Rattan's Brand Name and had an interaction with Manager Sh. Vicky regarding availing of PMFME Scheme**





## AREA MARKETING OFFICE PULWAMA

AMO pulwama along with AGMO and GMI visited the orchard of one of the progressive growers who wishes to establish a pack house and grading line in his orchard. The grower present was told to visit our office for completing necessary documentation for availing benefits under NHB scheme for such projects.





## AREA MARKETING OFFICE KULGAM

Today a few H D apple growers visited AMO Office Kulgam and wanted to avail on-line trading of their rich crop of Red Gala. They were introduced to an online innovative trader of the Mandi M/ S GTC and assured them full assistance. The farmers were also connected with Mr. Uday Jhamb Operations Incharge of Intellolabs for purchase of the produce





## AREA MARKETING OFFICE SOPORE

AMO Sopore had a meeting with the Fruit Association , Buyers & Transport Associations of Sopore regarding fluctuations in freight being charged. The AMO suggested the stakeholders publish freight structure after every ten days to stabilize the freight.



AMO Sopore along with staff, members of Fruit Association & Sanitation Contractor also had a detailed visit of the Mandi & impressed upon the Contractor to ensure that the sanitation is conducted strictly as per terms and conditions of the contract





## AREA MARKETING OFFICE BUDGAM

**Area Marketing Officer Budgam alongwith Marketing Inspector today visited Dangerpora area and apprised the growers about latest post harvest management techniques, various schemes of NHB, PMFME , Agri Infrastructure Fund & eNAM.**



**AGMO Chari sharief advising the growers regarding proper grading for getting better returns at Zaloosa Charief**





## AREA MARKETING OFFICE DODA

**AMO establishment Doda receiving requisite documents and other formalities of the entrepreneurs/growers interested to establish food processing units under ODOP, NHB & AIF Schemes.**





## AREA MARKETING OFFICE KUPWARA

Staff of AMO Office Kupwara attended a Joint Awareness Camp held today at Base Station Chogul Nursery by the Office & the Department of Horticulture regarding establishment of Income Generating Units under PM FME ODOP & other allied Schemes





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