



**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



13-08-2022

DIRECTOR

Horticulture Planning & Marketing inspecting the illumination work of the Office Building at Narwal Jammu in connection with the Independence Day Celebrations



AREA MARKETING OFFICE KATHUA

AGMO and M I Kathua had a meeting with aspirants of PMFME and NHB cases. One application for sanctioning of a ripening chamber under NHB was received from a local youth. The Officers also had a meeting with LDM Kathua and requested for his personal persuasion in getting PMFME cases sanctioned from different branches of J & K Bank in Kathua district.



AGMO Kathua and MI also held an awareness camp on the PMFME Scheme for trainees of SBI RSETI. Trainees were exhorted to avail benefits of the scheme and become women entrepreneurs.



AREA MARKETING OFFICE DODA

MI Doda had a meeting with Chartered Accountant Mr Rajive Rana to facilitate the preparation of DPRs of the applicants reg NHB schemes.



Stalls under the banner of the Department displaying local produce at Army Gate Dool Kishtwar



AREA MARKETING OFFICE SHOPIAN

AMO Shopian along with staff today participated in Har Ghar Tiranga Rally organized by the District Administration Shopian



AREA MARKETING OFFICE JAMMU

AGMO Samba held a meeting with progressive growers of Vijaypur for promotion of the PMFME-ODOP, NHB and AIF Schemes



M I Narwal visited Jammu Basket today and requested the Outlet to promote/sell local produce as well



AREA MARKETING OFFICE BUDGAM

AGMO Chrarsharief alongwith Marketing Inspector monitoring fruit trade at Fruit & Vegetable Market Zaloosa Chari Sharief



AREA MARKETING OFFICE KULGAM

M I Kulgam visited Churat Chowgam to educate growers about the latest marketing trends of Pear in many States of India. Innovative packaging patter was also conveyed so that post harvest losses are avoided during haulage and transportation.



AREA MARKETING OFFICE SOPORE

Representatives of ATHWAS FPO had a meeting with AMO Sopore i c w a joint Awareness Camps at Sopore, Kupwara and Handwara Mandis.



AMO Sopore alongwith staff, AEE, JE Engineering Wing and the President Fruit Association Sopore monitoring the work at Baghisundri Truck Yard



Officials of AMO Srinagar facilitating Officials of AMO Sopore in uploading the cases under NHB & AIF.



AREA MARKETING OFFICE UDHAMPUR

AMO Udhampur facilitating NHB Scheme aspirants a meeting with a C A regarding preparation of DPRs and other formalities



Farmers of Panasa, Seela, Kahel and Anji villages after being motivated by the staff of AGMO Office Reasi under direct marketing initiative are selling their local produce on the sites for Rehris designated by District Admin.



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