



**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



17-08-2022

AREA MARKETING OFFICE KULGAM

AMO Kulgam during a One Day Farmers Awareness Camp organised by the District Sheep Husbandry Department Kulgam at Baan Kulgam educated the participants value addition of wool and its on-line marketing can be achieved with innovative ideas and use of technology besides the Schemes of the Department.



AREA MARKETING OFFICE RAMBAN

AMO Office Ramban had a meeting with the NHB Scheme applicants and instructed them about further process of the cases



AREA MARKETING OFFICE BUDGAM

Marketing Inspectors of the establishment of Area Marketing Officer Budgam today visited the office of Chairperson District Development Council and discussed the various Departmental Schemes particularly NHB, AIF and ODOP Schemes with him. The Chairperson was requested to propagate the schemes among the aspirants of the district so that they are able to reap the benefits of these Schemes.



AREA MARKETING OFFICE SOPORE

AMO Sopore attended a meeting at Dak Bunglow Baramulla chaired by the Secretary to Govt. Planning Development and Monitoring Department



AREA MARKETING OFFICE UDHAMPUR

AMO establishment Udhampur visited the designated site for retailers/rehirs to be developed as Farmers' cum Retailers Market and then visited to Sh. Khem Raj ODOP applicant who was suggested to first avail the loan already sanctioned to apply afresh afterwards for upgradation of his Unit



The AMO also held a meeting with the staff of Reasi and instructed to complete the formalities from all the proposed applicants under different schemes so visited & to make the Mari Mandi vibrant by persuading different persons dealing with farm produce production/sale.



AGMO Resi yesterday visited Pouni Bharakh to met the Bakery Owners motivated them to upgrade their existing units under ODOP scheme.



AMO Udhampur visited Roun Domel area of Udhampur to meet the growers to aware them about ODOP and NHB Schemes .



AREA MARKETING OFFICE RAJOURI

AMO Office Rajouri removing Sign Boards from the Auction Phads of the traders who are not working in the Mandi.



AREA MARKETING OFFICE GANDERBAL



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