



**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**



**01-08-2022**

## AREA MARKETING OFFICE UDHAMPUR

AMO Udhampur collaboratively with NRLM and SBI organized an Awareness Camp at Omara wherein SHG members were imparted skill development awareness for quality production, value addition, product presentation and standardization for doubling their income. The participants were advised to establish units under ODOP/NHB/AIF. Ms Zoya Khan JKNRLM Officer encouraged the group members to avail the benefits under these Schemes.



**AGMO Udhampur visited village Malhar Udhampur and met growers to complete the pending formalities regarding ODOP Scheme.**



**AREA MARKETING OFFICE POONCH**

**AMO Office Poonch established a Stall at Baba Shri Buddha Amarnath Ji Shrine in order to promote the local produce**



**AGMO and M.I. Rajouri visited Sunderbani area and advised the growers to market/sell their produce in Rajouri Mandi and motivated them to avail the benefits of NHB/AIF Schemes especially Retail outlets.**



### **AREA MARKETING OFFICE DODA**

**AMO Doda visited Farmers' Market Assar Doda to ascertain the fruits & vegetables being traded & dispatched to other Mandis**



## AREA MARKETING OFFICE JAMMU

**AGMO & DRP Samba visited Traore Block of Vijaypur & met the Owner of a Bakery & Ice Cream Unit Mr Surinder & Mr Kewal Krishan with regd to registration of their existing Units under ODOP Scheme.**



## AREA MARKETING OFFICE ANANTNAG

Young youth being motivated by AGMO qazigund for making Cooperative Societies at Chemolla Qazigund NHW



## AREA MARKETING OFFICE KATHUA

AGMO and MI Kathua held an awareness camp for growers at Panchayat Ghar Nanan in Panchayat Nanan, block Barnoti. Apart from AGMO & MI Kathua, Sarpanch of the Panchayat and Manager J&K Bank Barnoti branch addressed the growers. Information regarding multi cropping like sowing of turmeric, ginger, dragon fruit, Jackfruit, Jimikand, Pyundi Harad, Lemon, Amla was disseminated among farmers.



Information about the PMFME scheme was also discussed in the awareness camp. Few issues related to sanctioning of loaning of cases were taken up with J&K Bank Barnoti branch.



## AREA MARKETING OFFICE BARAMULLA/SOPORE

AMO Baramulla and AMO Sopore yesterday attended a meeting at DAK Bunglow Baramulla reg Aspirational District Indicators Chaired by CEO NITI AYOJ





## Illegal structures being removed in Fruit mandi Sopore



## AREA MARKETING OFFICE BUDGAM

Area Marketing Officer Budgam along with Marketing Inspector today visited Nasrullahpora area of district Budgam to educate the high density orchardists who are currently harvesting their apple crop about the benefits of proper grading and packing of their fruit. Awareness was also made regarding the PMFME and NHB Schemes

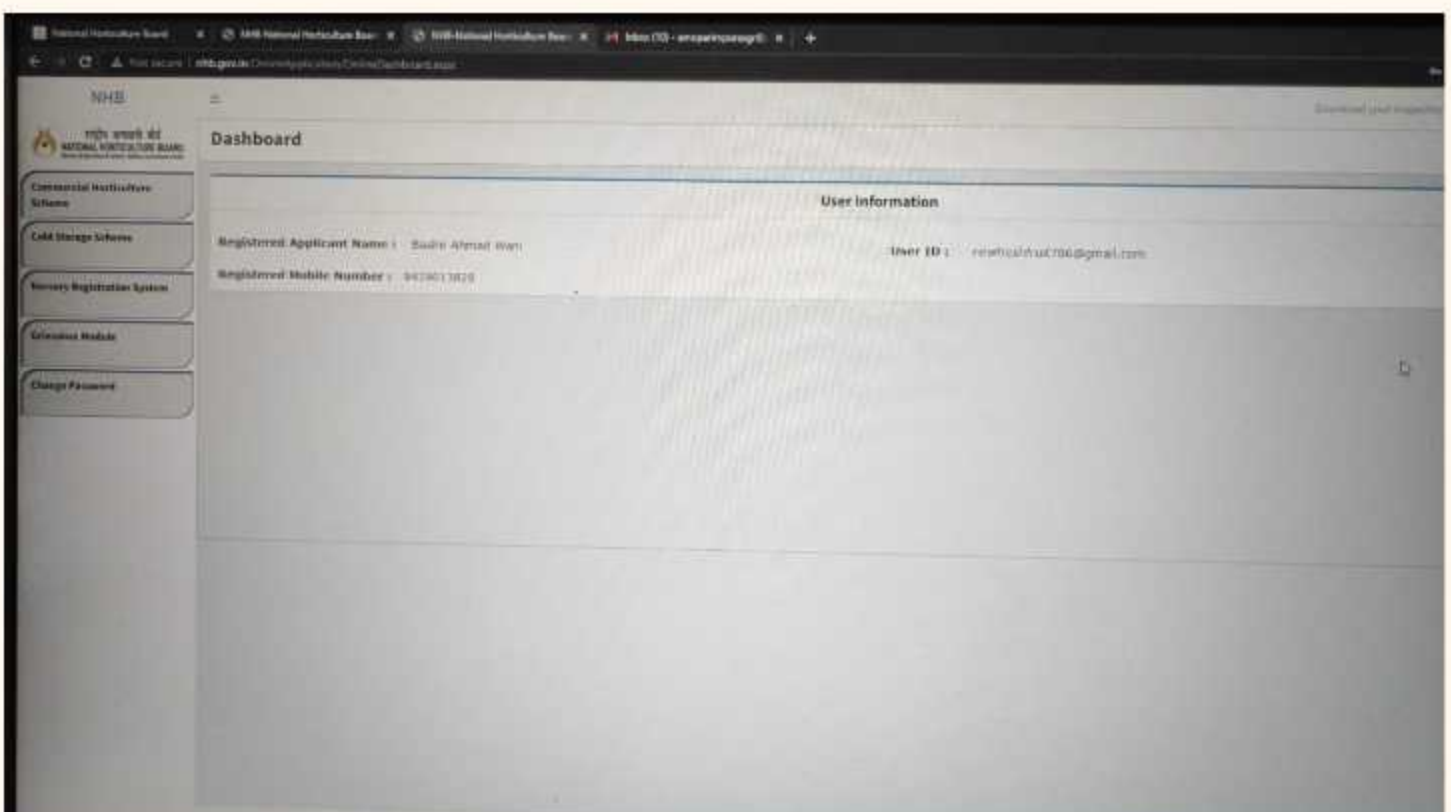


AGMO Chari Sharief visited Daulatpora & apprised the growers about latest practices of post harvest management of horticulture produce for getting maximum returns. The growers were also informed about the e-NAM facility available at F & V Market Zaloosa



## AREA MARKETING OFFICE SRINAGAR

Marketing Inspectors of AMO Office interacting with a Grower cum Trader interested to establish a Cold Store under NHB Scheme and registered him for the same on NHB Portal



## AREA MARKETING OFFICE PULWAMA

Marketing Inspector AMO Office Pulwama visited the high density apple orchards of Rajpora area to motivate the growers to avail benefits of various Centrally Sponsored Schemes like PM FME, NHB schemes, AIF. Besides, advised them to start their fruit trade on e NAM portal



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