



**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



25-08-2022

Mr. VIKAS SHARMA

**today assumed the charge of
Director Horticulture Planning & Marketing.**

**The Director was greeted by the Joint Director, Deputy Director (J) and other
Officers of the Department at Direction Office Jammu**





Members of Kandheri Nallah Pahari Fruit & Vegetable Growers Cooperative Marketing Society welcomed the Director as well.





The Director after assumption of the charge had a thorough visit of the Fruit Mandi Narwal and Kisan Ghar. The Officers of the Department briefed him about the Mandi infrastructure & other facilities, issues etc.







AREA MARKETING OFFICE SOPORE

The Deputy Commissioner Baramulla yesterday visited Fruit Mandi Sopore, had a meeting with the stakeholders and sanctioned four lavatory blocks for the Mandi Swachh Bharat, one transformer & fifteen solar lights for which feasibility report will be submitted by the concerned Department soon



AMO Sopore today attended the launching function of Parvaz Scheme at Budgam



AREA MARKETING OFFICE PULWAMA

Field officers collecting market intelligence data from F & V Market Pachhar Pulwama



AREA MARKETING OFFICE DODA

AMO establishment Doda along with Officers of the Engineering Wing made joint visit at upcoming Farmers' Market Kandari Nalla Assar to take stock of the ongoing work/identification of site for construction of Lavatory block in the Market.



AMO Doda today visited the NRLM Unit Dandi Bhaderwah & educated the Unit Holder about the departmental activities & also provided market linkage to them for sale of Rajmas, Walnut, Anardana etc.



AREA MARKETING OFFICE SHOPIAN

AMO Shopian along with his field staff visited Mega Fruit Mandi Aglar Shopian in connection with demolition of unauthorized Tea Stalls/Dhabas



AREA MARKETING OFFICE JAMMU

M I Narwal visited Sohanjana area of village Mandal to educate growers about the Departmental initiatives/Schemes



**Work of laying water pipelines connecting OHT with Toilet Block at F & V Market Bishnah is under process.
Construction of fencing is also under progress at Fruit Mandi Jablipora Anantnag**



AREA MARKETING OFFICE UDHAMPUR

AMO Udhampur along with AGMO & M I Reasi yesterday visited Puria Mandi in connection with the developmental works to be undertaken by the Engineering Wing HPM. Some PRI members were also present there.



AREA MARKETING OFFICE SRINAGAR

Marketing Inspectors of AMO Office Srinagar held a meeting with the General Manager (Load), Deputy General Manager (Load) and Traffic Manager JKSRTC along with the members of Fruit Association Parimpora Srinagar regarding the arrangement of transport facility for the upcoming Fruit season.



During the meeting the JKSRTC and Fruit Association members held a threadbare discussion regarding the freight, No. of Vehicles, Odometer reading etc. to ensure smooth transport of fruit to different destinations.



M I Srinagar at Banquet Hall Srinagar regarding arrangements for the Awareness Camp to be held in the second week of September



AREA MARKETING OFFICE KULGAM

AMO Kulgam today visited the Grading Line of a leading farmer and trader M/ S Gora Trading Co. at Srandoo Kulgam. This is the first grading line established in the District and it is encouraging that the growers are switching to more scientific grading for better returns



VIKAS SHARMA
(JKAS)

DIRECTOR

Department of Horticulture
(Planning & Marketing)
J & K Govt.