



**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



29-08-2022

AREA MARKETING OFFICE KATHUA

AGMO Kathua today organized an awareness camp at Panchayat Ghar Mandli, block Mandli in tehsil Billawar. Apart from Chairperson BDC, Sarpanch of the Panchayat, officials from Agriculture, NRLM, J&K Bank, Horticulture Department and local growers & SHG ladies participated in the camp.



Emphasis was given on multi cropping & making proper planning for the crop with regard to topography and demand in the markets. Growers were asked to go for non-traditional crops like Ginger, turmeric, lemon grass, jackfruit, Moringa, Indian Gooseberry, Marigold, Lillium, exotic vegetables and mushroom in order to double their income.

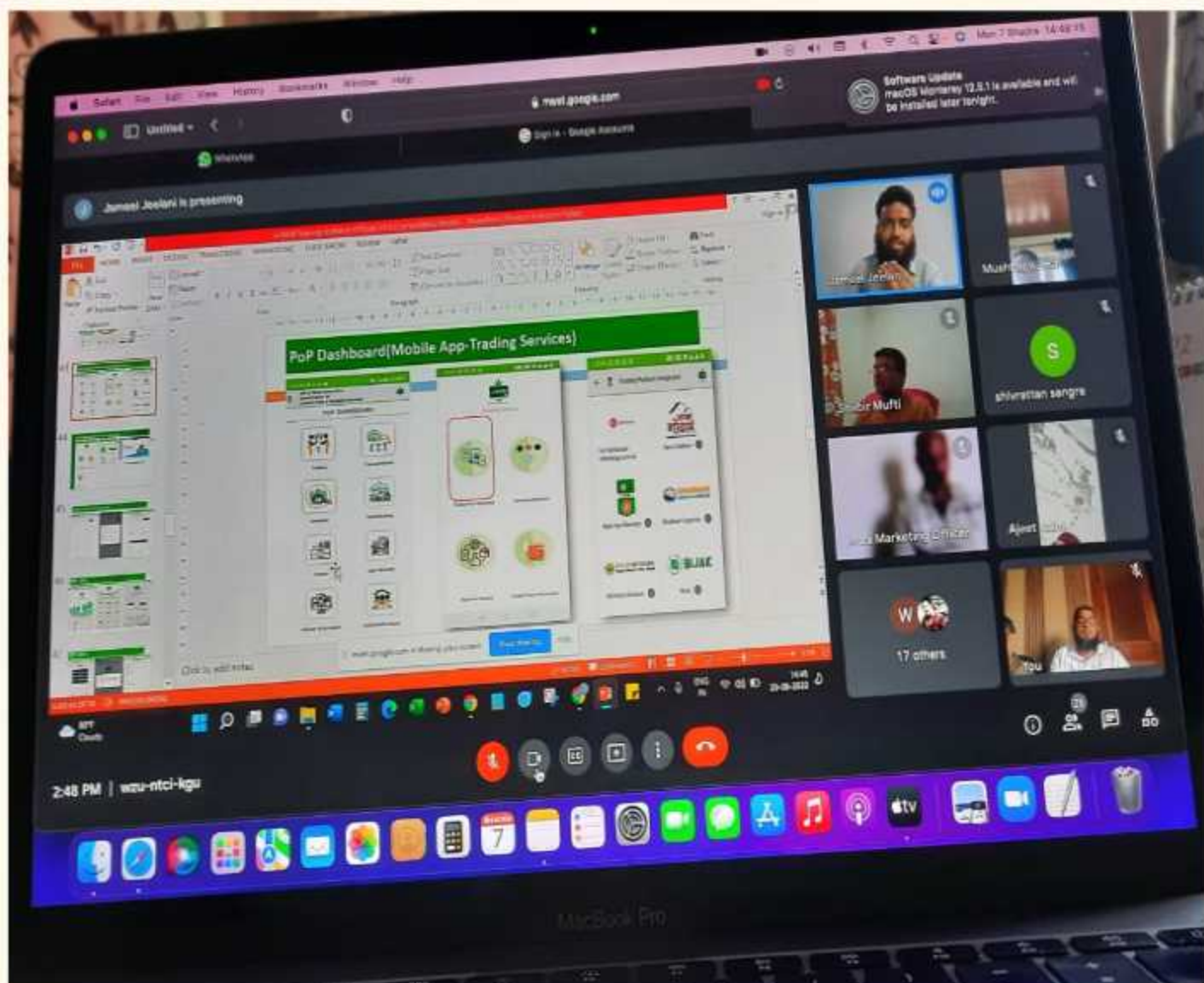


Information about PMFME was also disseminated among SHG ladies, who were asked to establish their own units for packaging, bottling and manufacturing of pickles, juices, sauces, immunity booster powders and Amchur/ Ampapad. Sarpanch of the Panchayat and Chairperson BDC also addressed those present on the occasion.

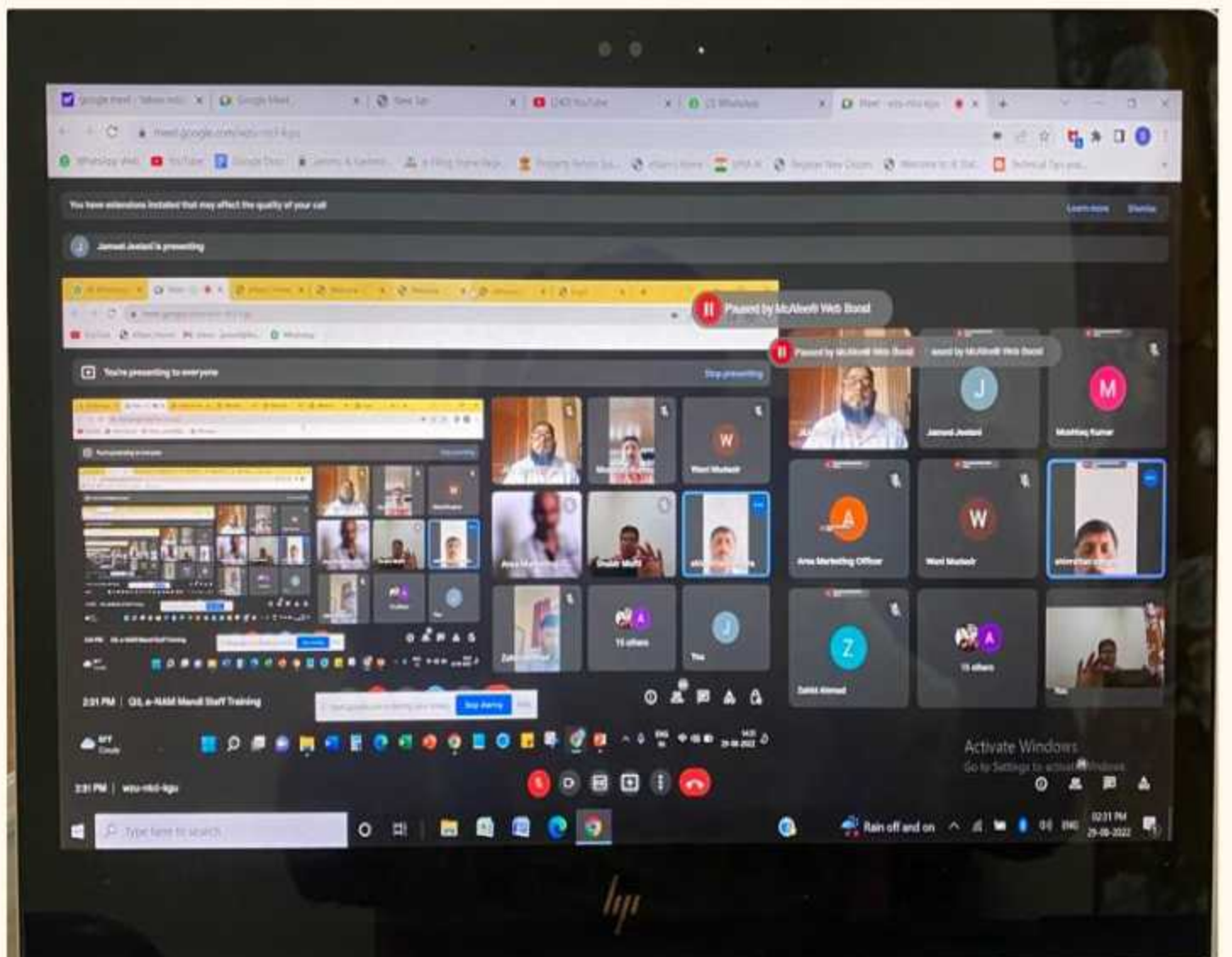
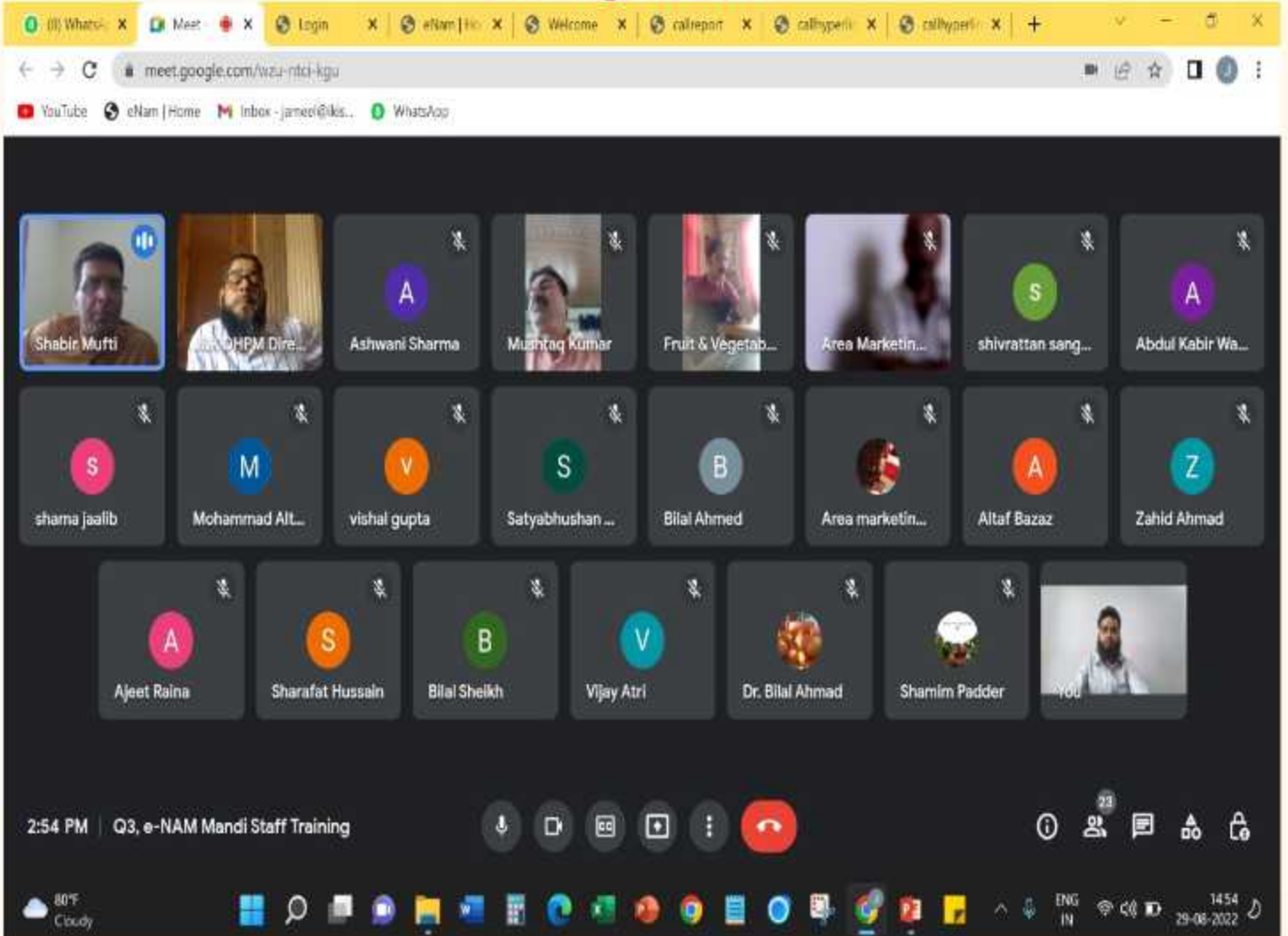


AN ONLINE PERIODIC TRAINING PROGRAM

was conducted by the Asstt. Director Marketing (Incharge eNAM J & K) wherein the host and State Head eNAM deliberated upon registration of Traders/Farmers oNAM and new and more comprehensive features of eNAM



Area Marketing Officers, AGMOs and Marketing Inspectors from both Jammu as well as Kashmir attended the training program and had a mutual discussion over various issues, impediments and challenges involved in trading on eNAM



AREA MARKETING OFFICE JAMMU

AGMO Bishnah met with Principal Govt. Boys Higher Secondary School Bishnah in connection with organization of an Awareness Camp for students regarding employment generation under various C S Schemes.



Official of AGMO Office Akhnor visited the Polyskill ITI College at Gurha Brahmana and met the Principal and Faculty members regarding conduction of an Awareness Camp in the College so that students are apprised about the various Agri/Horti Schemes of the Govt.



MI Narwal visited Golpulli Horticulture Sale Counter established by some SHGs and growers. The Official also visited the Office of Chief Animal Husbandry Jammu to discuss about the procedure of ODOP scheme in jammu



AREA MARKETING OFFICE SHOPIAN

AMO Shopian along with AGMO monitoring Auctioning in Mega Fruit Mandi Aglar Shopian



AREA MARKETING OFFICE SRINAGAR

Marketing Inspectors of AMO Office Srinagar apprising the growers about proper grading and marketing/sale of their produce e-NAM



Srinivas Kumar Munaga an Associate of Commodity Price Risk Management Solutions also being apprised about price, arrivals of fruits and value addition of horticultural produce.



Inspection of developmental works at F&V Market Parimpora Srinagar by field staff.



AREA MARKETING OFFICE SOPORE

AMO Sopore attended the Office of Chief Horticulture Officer Baramulla i c w assessment of bearing and non bearing fruit trees in Baghi Sundri Truck Terminal.



The Officer along with staff taking stock of developmental work of Baghi Sundri Truck Terminal.



The Officer also attended Office of tehsildar sopore regarding demarcation of Baghi Sundri Truck Terminal and requested him an early action in the matter.



AREA MARKETING OFFICE DODA

AMO establishment Doda visited the traditional Bakery unit of Mr Muzimal Khanji who has been motivated for upgradation of his Unit under ODOP Scheme.



AREA MARKETING OFFICE KUPWARA

AMO Office Kupwara issuing notices to the traders of F & V Market Kupwara for not resuming their trade in the market





AREA MARKETING OFFICE RAJOURI

AMO Office Rajouri taking over the possession of canceled shop site and installed Statutory sign board on the site



AREA MARKETING OFFICE KULGAM

AMO Kulgam visited the Grading Unit of Ajaz Ahmad at Srandoo Kulgam who has started his Apple grading line which is first of its type in Kulgam and interacted with his grading and picking team.



The Office handed over an appreciation certificate to the Orchardist for his innovative marketing practices.



AREA MARKETING OFFICE GANDERBAL

A WARM SEND OFF

was today given to Mr. Syed Sarwat Ali AMO Baramulla/Bandipora/Ganderbal (who has opted for voluntary retirement from Govt. Service) by the staff of AMO Office Bla in presence the Chairpersonship of the Deputy Director Kashmir

We wish all the best for post-retirement life of the Officer



VIKAS SHARMA
(JKAS)

DIRECTOR

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