



**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**



**06-08-2022**



## JOINT DIRECTOR

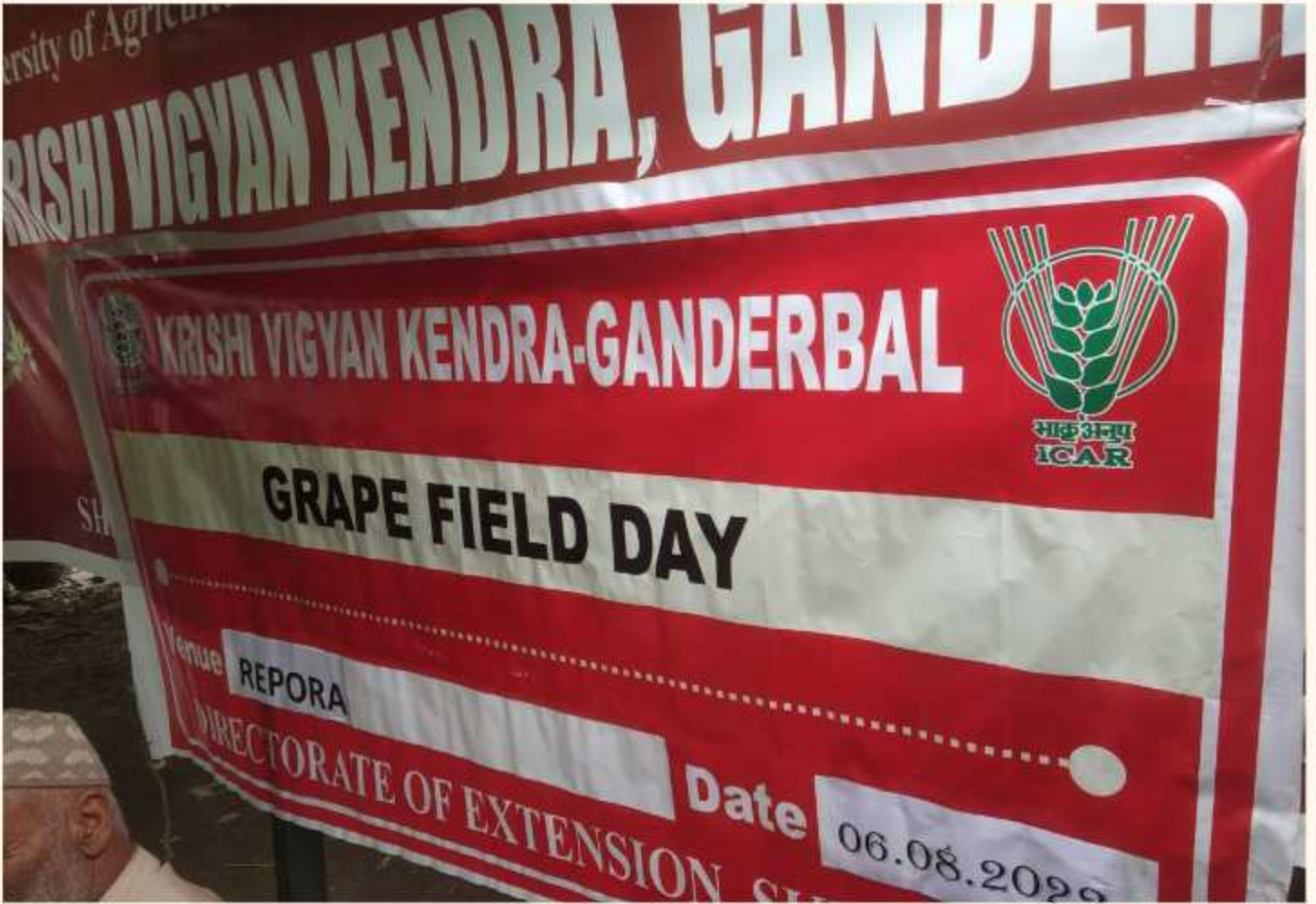
chaired a meeting regarding the representatives of SFAC at Direction Office in connection with Inter-State Fruit Trade on e-NAM. The meeting was attended by the Dy. Director ( J ), Asstt. Director Marketing and Area Marketing Officers of Jammu division as well.





## AREA MARKETING OFFICE GANDERBAL

AMO Ganderbal along with the executive staff participated in Grape Field Day at Repora Ganderbal organised by KVK Ganderbal. The program was also attended by Ex-MLA Mr. Sheikh Ishfaq Jabbar and other PRI members





**Director-Extensions SKUAST-K along with Professors and Scientists from SKUAST K, CHO Ganderbal, HDO Ganderbal and Officers from line Departments also participated in the event.**





## AREA MARKETING OFFICE UDHAMPUR

AMO Udhampur visited NHB Office to discuss and get checked the DPRs of different Schemes prepared by the applicants before uploading their cases. Model pamphlets reg Scheme guidelines were also collected for awareness of the stakeholders.



Farmers and other stakeholders educated about ODOP, NHB, AIF Schemes in the field frequently visit the Office for further clarifications of the schemes and uploading of the applications.





## AREA MARKETING OFFICE KATHUA

AGMO and MI Kathua held an awareness camp for growers at Panchayat Ghar in Panchayat Budhi (South) in block Barnoti Kathua. Apart from AGMO & MI Kathua, Sarpanch, Naib Sarpanch, officials from Animal Husbandry Department and J&K Bank Barnoti addressed the growers.



Growers were asked to shift from over dependence on wheat, rice & maize and grow other crops like vegetables, Dragon Fruit, Litchi, Mangoes, Lemon, Jackfruit, Pyundi Harad, Jimikand, Moringa. Information about PMFME scheme was also disseminated among farmers.





**AGMO Kathua interacted with an applicant for sanction of loan for creating Post Harvest Infrastructure under AIF/ NHB.**



**MI Kathua visited M/S Rattan Agro Foods, SICOP Industrial Complex, Kathua and had an interaction with the Unit Owner Sh. Shiven Mahajan, in respect of Government/Departmental Schemes viz. PM FME, AIF, NHB, etc.**





## AREA MARKETING OFFICE DODA

AMO Doda visited an existing Bakery Unit at Doda and informed them to upgrade the Unit under ODOP Scheme.



## AREA MARKETING OFFICE BUDGAM

AGMO Chrari Sharief educating Fruit Growers and Traders about PMFME/AIF/ NHB Schemes and benefits of conducting of Fruit trade on eNAM





## AREA MARKETING OFFICE ANANTNAG

Second phase of macadamization has been started in F & V Market Jablipora Anantnag





## AREA MARKETING OFFICE JAMMU

AGMO and DRP Samba visited Block Vijaypur and met the Owners of different Bakery Units reg registration of their existing units under ODOP scheme.



## AREA MARKETING OFFICE DELHI

AMO Delhi visited Ambala Fruit Mandi in connection with market/sale trends of J K fruit and visited some fruit storage houses as well







635, Durga Nagar, Ambala, Haryana 133003, India

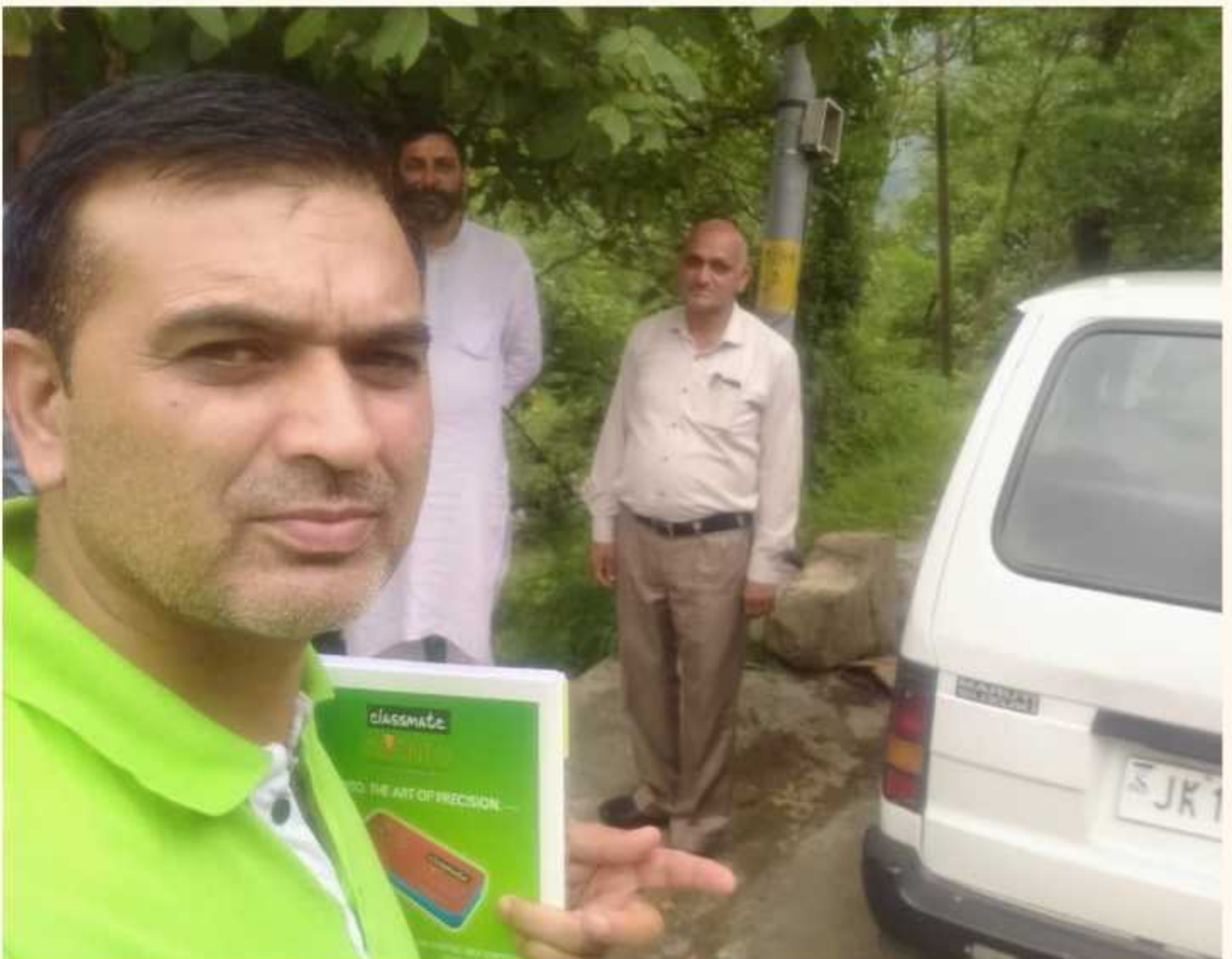
**Officials of Area Marketing Office Delhi 24Seven a leading Retail Chain of Delhi and had an interaction with the store incharge Mr Ashish & Ms Kanchan reg marketing of JK products**





## AREA MARKETING OFFICE RAMBAN

AMO Ramban along with staff visited Ladwal & met NHB scheme Applicant Shri Jagdish ji and collected the papers for preparation of DPR





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