



**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**



**09-09-2022**

## Dy. Director ( J )

along with AMO I/c Sanitation and GMI Narwal yesterday held a meeting with the Traders of Fruit Mandi Narwal regarding the developmental works under Smart City. The traders raised certain issues regarding the location of poles and which was resolved on spot. DDJ also stressed on the officials of Smart City and concerned Engineer to speed up the finalization of Entry Gate No.2 so that it could be used for general public.



**Dy. Director (K)**

**today had a surprise visit to AMO Office Anantnag and enquired about the functioning of Zonal Offices. The functioning of Botengoo and Jablipora Mandis was also discussed with the staff besides progress reg ODOP, NHB, AIF & status of grower/trader registration on eNAM**



**AGMO along with staff checking the licences of the traders & collecting information regarding arrivals/despatches at F&V market Batengo Anantnag.**



### **AREA MARKETING OFFICE DELHI**

**Azadpur Mandi is witnessing huge inflow of Apple from Himachal Pradesh resulting in for buyers/customers to bargain.**



## AREA MARKETING OFFICE JAMMU

AMO Jammu/Samba alongwith AGMO & Marketing Inspector Samba visited the Apni Mandi Tapyal (Ghagwal) Samba to take stock of ongoing developmental works. They also had a brief meeting with the growers & traders of the Mandi with regard to their issues and functioning. They were also educated about the e-NAM and on spot offline registration was done.



**AGMO Samba also attended a review meeting of deliverables at D C Office Samba under the Chairmanship of Deputy Commissioner Samba.**



**Under One Station One Product initiative by the Department AGMO Bishna had a meeting with the Railway Station Manager Jammu regarding extension period for already established successful Stall & the Railway Authorities have permitted the SHG Bishna to set up the Stall for next 15 days**





**The Officer also visited village Chak Umera Bishnah & had an interaction with a progressive grower i c w Govt. Schemes. The owner has shown interest in protected cultivation & Pack House Scheme of NHB.**



**M I Narwal Jammu visited a Potato farm at Maralia and met its Manager and got grower details for registration on eNAM. Also discussed with them Schemes of NHB, ODOP etc.**



### **AREA MARKETING OFFICE PULWAMA**

**eNAM registration going on in the Office of AMO Pulwama**





## AREA MARKETING OFFICE DODA

AMO Doda had a meeting with the Bhadrkashi Fruits Co. Ltd Bhaderwah & discussed various points regarding marketing of produce like branding, packing, grading & also provided marketing linkage like H S Group M P Interior platform Bombay & Reliance Retail Ltd.



AMO establishment Doda visited Ved Bakery Doda and motivated the Owner Mr Ved Sharma to upgrade his Unit under PMFME Scheme



## AREA MARKETING OFFICE SRINAGAR

Marketing Inspectors of AMO Office Srinagar met J K Bank Manager Fruit Mandi Parimpora in connection with renewal of Lease Deed and clearance of pending ground rent of the Ind occupied by the Bank.



## AREA MARKETING OFFICE BUDGAM

AGMO Chrari Sharief monitoring and checking wholesale rates of Fruits at Fruit and Vegetable Market Zaloosa Chrari Sharief



## AREA MARKETING OFFICE RAMBAN

Team Ramban visited the orchard of Vijay Kumar and gave him awareness regarding picking (basket picking, ladder picking ) and packing of fruit. Grower is one among the producers of Amlok fruit which are ready for marketing



## AREA MARKETING OFFICE KUPWARA

Training of staff by the State Coordinator Mr. Jameel & registration of growers being done at AMO Office Kupwara



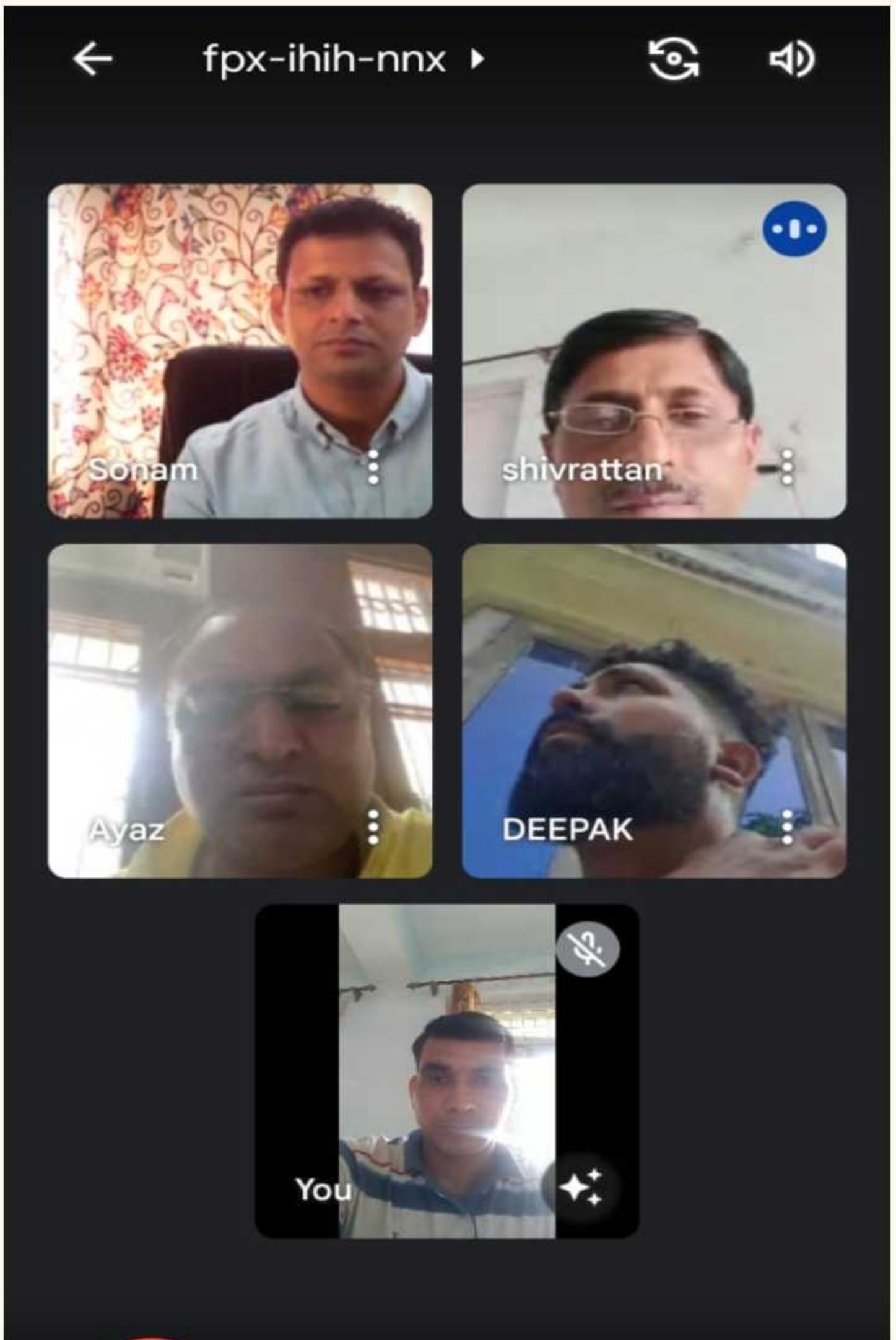
## AREA MARKETING OFFICE SOPORE

AMO Sopore alongwith with staff checking the grading of the fruit and stressing the growers for ethical grading. They also visited the water supply scheme site along with the J E PHE the Contractor who assured that OHT will be completed in next 3 months.



## AREA MARKETING OFFICER KATHUA

A virtual meeting was held today regarding operationalization and maintenance of Lavatory Block at F & V Market Kathua. The meeting was attended by the Tender Opening Committee Members & Officers/Officials of MAC Kathua



## AREA MARKETING OFFICE BARAMULLA

Officials of AMO Office Baramulla along with DRP visited the Bakery Unit of Jahangir Bakers Baramulla for upgradation of his existing unit under ODOP.



**VIKAS SHARMA**  
**( JKAS )**

**DIRECTOR**

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