



**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



31-08-2022

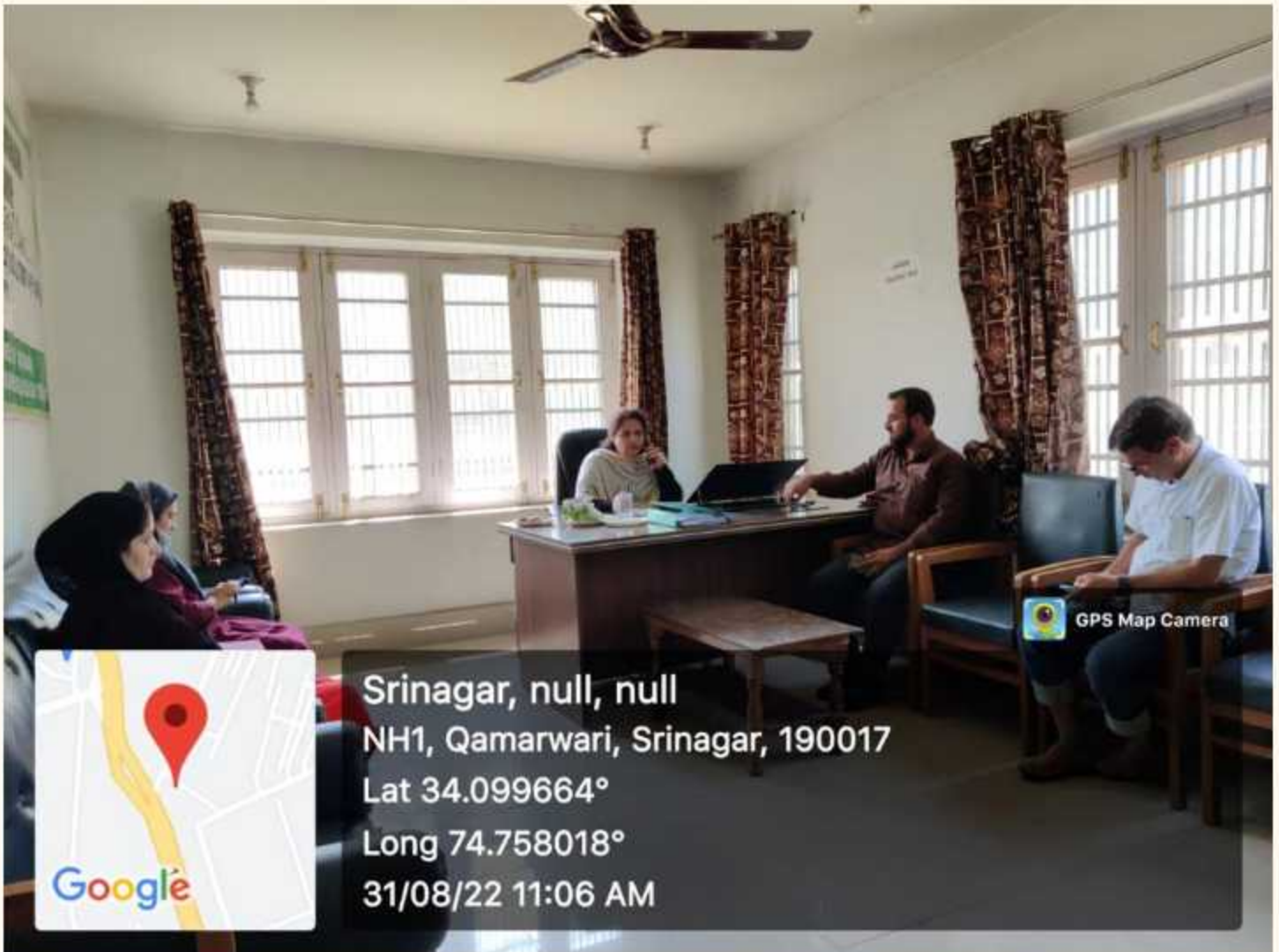
DIRECTOR

Horticulture Planning & Marketing along with other Officers of the Directorate had a meeting with the Director Technical Smart City and General Manager Smart City & discussed the ongoing projects of Smart City in F & V Market Narwal. The Director instructed the officers of the department to coordinate/cooperate with Smart City peoples in identifying the sites.



DEPUTY DIRECTOR (K)

today visited AMO Office Srinagar and enquired about functioning of the office and visited Fruit Mandi Parimpora and inspected the developmental works and listened to the issues raised by the Retail Vegetable Traders and assured them early resolution of the issues





AREA MARKETING OFFICE KULGAM

AMO Kulgam educating Growers how early harvesting is impacting our normal trading and how it impacts the returns and advising them that picking at right harvesting time increases returns.



AREA MARKETING OFFICE JAMMU

AMO Jammu along with AGMO and GMI yesterday visited Mishriwala at Hi-tech vertical Farming Project and met Smt Kamla Ji (Director) and apprised her regarding centrally sponsored schemes like NHB and AIF etc.



The Officers also visited Sangrampur and met Naib Tehsildar for identification of Land for construction of vegetables collection center.



M I Narwal visited the office of chief animal husbandry who is also the DRP for ODOP scheme in jammu to follow up the case of one applicant under this scheme and met with the resource person regarding the latest status of case.



AREA MARKETING OFFICE SHOPIAN

AMO Shopian along with AGMO and GMI in conversation with President Fruit Association regarding issues related to sanitation of Mandi, leakage problem in lavatory block and unauthorized construction of wooden huts on Auction Platforms.



It was impressed on the Association people not to encourage unlawful activities in the Mandi. Later on AMO along with his team took the stock of the Auction process in the Mandi. Strict instructions were given to the traders to avoid unwanted deductions in the sale proceeds of growers.



AREA MARKETING OFFICE ANANTNAG

AMO and AGMO Anantnag held a meeting with the Transport Unions of F & V Market Batengoo Anantnag for the smooth functioning of the mandi and a discussion was held how to avoid traffic jamming in the mandi



AREA MARKETING OFFICE PULWAMA

Establishment of AMO office Pulwama registering traders/growers on eNAM



AREA MARKETING OFFICE RAMBAN

AGMO Batote met Chief Agriculture Officer Ramban with regard to installation of Sale Point in District complex Ramban



AREA MARKETING OFFICE UDHAMPUR

AMO Office has succeeded in getting loan sanctioned in favour of three ODO beneficiaries and in this context one such case of a SHG viz "Nari Shakti" was quite grateful to the Office and interacted with AMO Udhampur for future course of action.



AREA MARKETING OFFICE DELHI

AMO Office Delhi visiting fruit Mandi Azadpur regarding price trends of J K fruit viz a viz fruit from other States



AREA MARKETING OFFICE MUMBAI

GMI Mumbai Visited Fruit and Vegetable market Vashi Navi Mumbai and inspected the arrival of Fresh Fruits like pear and apple from UT of J&K.



AREA MARKETING OFFICE DODA

AMO Doda visited Kanderi Nallah Farmers' Market reg inspection of the construction works in the Market



AREA MARKETING OFFICE KUPWARA

Establishment of AMO Office Kupwara participated in mega Block divas chaired by District Development commissioner Kupwara at Environmental Hall Handwara.



AREA MARKETING OFFICE KATHUA

AMO Kathua visited ADITI Organic Certifications Pvt. Ltd at Lakshmi vihar Kathua. The firm is nationally accredited by the national accreditation body through APEDA. Today the company opened its first Branch Office in J & K at Laxmi Vihar Kathua and the company will provide transparent and efficient organic certification services that meets the needs of clients/farmers



GMI along with multi-task worker rendering duty at Lakhanpur toll post regarding collection of Data with respect to export/dispatches of Fresh Fruit and vegetable Trucks from the U T



AREA MARKETING OFFICE GANDERBAL

Officials of AMO Office Ganderbal inspecting grading and pricing trends of fruit in F & V Market Zazna Ganderbal.



A WARM SEND OFF

was given to Mr. Syed Sarwat Ali AMO Ganderba/Bandipora/Baramulla at an impressive function at AMO Office Ganderbal in presence of the Deputy Director Kashmir

THE DEPARTMENT IS TODAY BIDDING ADIEU TO TWO BRILLIANT AND DYNAMIC OFFICERS

Mr. Mukhtar Ahmad Khan

&

Mr. Syed Sarwat Ali

ON THEIR SUPERANNUATION

WE WISH BOTH THE OFFICERS HAPPY, HEALTHY AND PROSPEROUS LIFE





VIKAS SHARMA
(JKAS)

DIRECTOR

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