



**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**



13-09-2022

AREA MARKETING OFFICE DODA

AMO establishment Doda visited the Ghatt and Bari area to meet a progressive grower of Olive and Walnut who was educated about NHB, IAF, ODOPd, direct marketing etc.



AMO establishment doda educating walnut growers to adopt mechanised hauling and processing of walnut by applying for Walnut Processing Unit under ODOP Scheme. They were also educated about ethical sorting grading and packing





AREA MARKETING OFFICE SOPORE

M I Sopore checking the grading/packing of the fruit in Fruit Mandi Sopore and advising them to go for standard grading for better returns



AREA MARKETING OFFICE KUPWARA

AMO Kupwara along with staff and line departments attending ODOP meeting at NIC Kupwara



AMO Kupwara along with staff also attended a meeting with ACS Kupwara reg progress of ODOP Cases



AREA MARKETING OFFICE GANDERBAL



AREA MARKETING OFFICE JAMMU

M I Narwal Jammu visited Kalari Manufacturing Unit Jammu & educated them about ODOP Scheme. The Kalaries here are prepared by the SHGs of Panchari. They showed keen interest in availing the Scheme for expansion of their business.



AREA MARKETING OFFICE DELHI

J K Apple under stiff competition with Himachal apple at Azadpur Mandi because of less colour as leaf fall has forced the growers to harvest the crop early



AREA MARKETING OFFICE UDHAMPUR

Lemon grass oil sample collected by GMI Reasi from progressive grower Sh Tilak Raj Sharma Panthal was handed over to Sh.Kapil Raina ,CEO GREEN HOMEZ ELEVATION PVT. LTD by AGMO Udhampur for testing so as to provide marketing linkage



GMI Area Marketing Office Udhampur visited the Office of SDAO Udhampur regarding the collection of list of vegetable growers to be registered on e-NAM.



Thereafter the official visited J & K Bank regarding the ODOP case of Mrs. Vimla Gupta pending from the last 2 months. Manager was requested for timely processing her case.



AREA MARKETING OFFICE BARAMULLA

Officials of AMO Office Baramulla attended virtual meeting regarding ODOP at DC Office Baramulla



AREA MARKETING OFFICE KULGAM

Officials of AMO Office Kulgam attended meeting with Deputy Commissioner Kulgam regarding formulation of plan to ensure hassle free movement of fruit laden trucks on National Highway



AREA MARKETING OFFICE ANANTNAG

Officer/Officials of Area Marketing Office Anantnag interacted with the growers of Cheeni wudur Pushikeri and advised them for proper grading of their produce for better returns. In addition the growers were advised to get registered on E-Nam for better marketing of their produce



THANK YOU
DIRECTORATE OF HORTICULTURE
PLANNING & MARKETING
J & K Govt.