



**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**



**19-09-2022**



## DIRECTOR

**Horticulture Planning & Marketing had an extensive tour of Fruit Mandi Parimpora Srinagar and was accompanied by DDC, DDK, Officers from the Engineering Wing, AMO Srinagar and other officials.**





**The Director instructed the Ex. Engineer to expedite the developmental works in a time bound manner. The Director also instructed the Staff of AMO Office Srinagar to maintain a precise record of inflow/outflow of fruits & vegs in the Mandi and ensure proper sanitation in the Mandi.**









The Director took stock of the ongoing developmental works, visited the C A Store and had a meeting with the members of Fruit Association Parimpورا wherein some issues were raised by the Association and the Director assured them early resolution of all genuine issues.





## AREA MARKETING OFFICE KUPWARA

The Deputy Commissioner Kupwara on Saturday visited Fruit Mandi Kupwara and had a meeting with traders, listened to their issues and assured all help to make the Mandi a hub of both Fresh & Dry Fruit business activity & many directions were issued by the D C onspot for the hasslefree trading of the Mandi functionaries.









## AREA MARKETING OFFICE DODA

**AMO Office Doda on Sunday in presence of the District Development Commissioner Doda & Senior Superintendent of Police organised an Awareness Camp at Bhaderwah Area wherein awareness was given about the Departmental Schemes/Initiatives like ODOP, eNam, Packing and Grading & marketing linkage to the NRLM group members.**





## AREA MARKETING OFFICE BUDGAM

**Marketing Inspector of AMO office Budgam registering Fruit Traders for eNAM at Fruit and Vegetable Market Zaloosa Chrari Sharief**





## **AREA MARKETING OFFICE PULWAMA**

**AGMO Pulwama along with M.I. checking licenses and working status of traders in F & V Market Prichoo Pulwama**



## **AREA MARKETING OFFICE RAJOURI**

**GMI Poonch had a meeting with the Advance Manager Grameen Bank Mendhar for sanction of loan in favour of an ODOP case of Razia Bi**





## AREA MARKETING OFFICE KATHUA

**AMO Kathua alongwith staff convened a meeting with the President /stakeholders of the Fruit & Vegetable Market Kathua regarding various issues of the Kathua Mandi**





## AREA MARKETING OFFICE SOPORE

**AMO Sopore at Baghi Sundri Truck Terminal Sopore inspecting development work & advising the traders to adopt modern technology especially grading lines to get better returns of their produce**





## AREA MARKETING OFFICE RAMBAN

Team AMO Ramban visited the Bakery Unit of Sh. Manjeet Singh and Joginder Singh regarding upgradation of their Units under PMFME Scheme.





## AREA MARKETING OFFICE JAMMU

AGMO Bishnah organised a one day Awareness Programme at Panchayat Chatha Bajrala Block Satwari reg Centrally Sponsored Schemes and offline registration of growers for e-NAM trade wherein Sarpanch, Panches, Officers of Agriculture Department and many growers participated. Sarpanch/ Panches welcomed the program for the welfare of the farming community. On spot offline registration of farmers for e- NAM trade was also made.





**AGMO Office Akhnoor conducted a One Day Awareness Camp at Village Sui and apprised the farmers about Centrally Sponsored Schemes like e-NAM, ODOP PM-FME, AIF, NHB, etc. The PRI Members and Farmers, Social Activist Sh Santosh Chib were also present. Farmers were registered offline for eNAM so that they can avail best price of their produce.**



**M I Narwal Jammu visited an ODOP applicant in Mandal block to collect the necessary papers for further process of the case**





## AREA MARKETING OFFICE SHOPIAN

**AMO Office Shopian conducting onspot e-NAM registration in Mega Fruit Mandi Aglar Shopian.**





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