

## 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 Parimpora 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 Policeo rganised 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

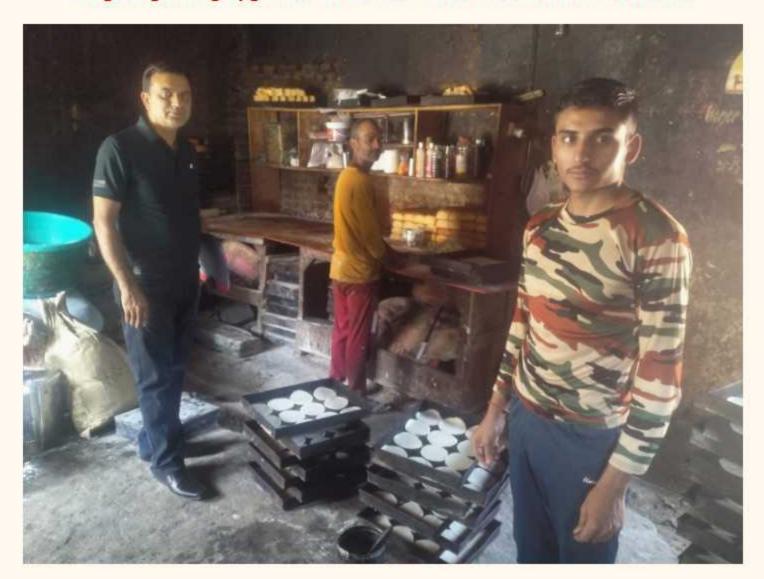
AMO Sopore at Baghi Sundri Truck Terminal Sopore inspecting development work & advising the traders to adopt modern technology especially grading lines to get better returns of their produce





## 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.