



**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



05-09-2022

AREA MARKETING OFFICE KULGAM

Marketing Inspectors imparting awareness growers about the proper grading and packaging of their produce and apprising them about new markets to fetch remunerative prices of their produce



AREA MARKETING OFFICE UDHAMPUR

The Officers/officials visited Mahore sub division of Reasi district where farmers/growers, SHGs, FPOs were educated about the proper grading, packing and branding of their produce & eNAM.



The Officers/Officials also visited Dharmari tehsil of Reasi and interacted with orchardists selling apples in mobile vans without any grading and sorting and advised them to grade, pack and then market the produce. They were also advised to use C Grade for processing by availing benefits of ODOP Scheme.

The Manager J & K Bankwas also requested to expedite the bank formalities of the pending ODOP cases



Field Official along with Chartered Accountant and an applicant interested to install Mushroom Processing Unit visited the Office of Dy. Director NHB regarding preparation of DPRs & other formalities.



AREA MARKETING OFFICE DODA

AMO establishment Doda attended Farmers/Growers awareness camp organized by the Horticulture Production Department Doda where Director Horticulture was the Chief Guest.



AREA MARKETING OFFICE DELHI

Quality produce with good grading, packing, packaging fetching good returns at Azadpur Mandi but the Mandi is saturated with apple from Jk and Himachal and growers need to divert their produce to other markets of the Country



AREA MARKETING OFFICE KUPWARA

AMO Kupwara had detailed meeting with the Allottees and urged them to avoid mixing of grades for better returns



AREA MARKETING OFFICE BUDGAM

AGMO Chrari Sharief along with Marketing Inspector checking arrival and quality of Pear Fruit at Fruit and Vegetable Market Zaloosa Chrari Sharief



AREA MARKETING OFFICE RAMBAN

AMO Ramban gave awareness to interested young educated farmers regarding NHB/AIF Schemes who are submitting their complete documents and DPR soon.



AREA MARKETING OFFICE JAMMU

AGMO Office Akhnoor officials visited the Pickle Unit at Muthi and met its Owner and apprised about ODOP PMFME scheme and motivated him for upgradation of the Unit under the Scheme.



AREA MARKETING OFFICE SOPORE

MI Sopore checking the grading of the fruit & insist the growers reg quality grading for better returns of their produce



Registration of Traders/Growers underway at Sopore



AREA MARKETING OFFICE SRINAGAR

The staff of AMO Office Parimpora Srinagar conducted Market Checking and advised the traders to follow ethical trade practices and ensure proper grading of fruit for better returns..



AREA MARKETING OFFICE ANANTNAG

AGMO Qazigund at Keller Qazigund advising growers regarding proper grading of apple



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(Planning & Marketing)
J & K Govt.