



**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**



08-09-2022

AREA MARKETING OFFICE JAMMU

AGMO Bishnah along with MI visited unit of PAHALWAN MASALA CO. Bishnah (Brand Name : PAHALWAN Kashmiri Masala Tikki) & had an interaction with the Owner (Sh.Ramesh Chander) reg PM-FME Scheme. The owner has shown interest in upgrading the existing unit. All the modalities w.r.t PM-FME Scheme and related benefits were discussed with him



AGMO Office Akhnoor AGMO along with MI visited the office of Sub Division Agriculture Officer, Akhnoor and apprised him about e-NAM and requested him to cooperate in enrolling progressive farmers on eNAM so that they can avail best price of their produce and also collected data of progressive farmers for the purpose.



AREA MARKETING OFFICE DELHI

AMO Delhi along with staff met various growers/traders of U T and who apprised the team that cost of production has increased manifold and the returns have diminished rendering the growers in distress



AREA MARKETING OFFICE RAJOURI

GMI Poonch had a meeting with Loan Advance Manager J and K Bank Gursahi for sanction of loan in favour of an ODOP applicant Sh. Rukhsar Fatima



AREA MARKETING OFFICE PULWAMA

AMO Pulwama along with AGMO and MI lead an anti encroachment drive at F & V Market Prichoo Pulwama



AREA MARKETING OFFICE SRINAGAR

M I AMO Office Srinagar visited the Bakery Unit of Gh Mohidin viz Hillo Makhbaz at Nowgam Srinagar who has applied for upgradation of his unit under PMFME Scheme. The beneficiary was facing some difficulties at the bank which were brought into the notice of the concerned Lead Bank Manager for early redressal.



AREA MARKETING OFFICE KUPWARA

M Is of AMO Office Kupwara attended District Level Review Committee (DLRC)/District Consultative Committee (DCC) Meeting at D C Office Kupwara





AREA MARKETING OFFICE BUDGAM

Marketing Inspector of AGMO office Chrari Sharief monitoring arrival and despatch of Fruits from Fruit and Vegetable Zaloosa Chrari Sharief



AREA MARKETING OFFICE UDHAMPUR

AGMO & M I Reasi visited Apni Mandi Mari and persuaded the farmers operating there for registration on eNAM



AREA MARKETING OFFICE SOPORE

AMO Sopore inspected the developmental works at Baghi Sundri Sopore.



On spot verification of non allottees being undertaken at F & V Market Sopore



AREA MARKETING OFFICE ANANTNAG

AGMO Qazigund interacting with Sh. Shabir Ahmad khandy C/O Khanday Bakery Nipora Qazigund for upgradation of his bakery unit ,



AREA MARKETING OFFICE SHOPIAN

AGMO Shopian along with GMI in Mega F&V Aglar Shopian in connection with installation of Sign Board by HDFC Bank on main gate of Mandi Under CSR & also met President Fruit Association Shopian regarding registration of stakeholders on e-NAM portal.





AREA MARKETING OFFICE GANDERBAL



**Establishment of AMO Office
Ganderbal monitoring the trade
activity at F & V Market Zazna
Ganderbal.**



VIKAS SHARMA
(JKAS)

DIRECTOR

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