



**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



11-08-2023

AREA MARKETING OFFICE UDHAMPUR

AGMO Reasi alongwith GMI Reasi celebrated the Meri Matti Mera Desh at Kheral Panchayat as per the direction of District Administration & during the Dogra Food Festival the departmental beneficiaries under Support for Packaging & Grading/SHG displayed their products packed in Glass bottles. Awareness was also imparted to members of SHGs regarding CSS & other departmental schemes.



AMO Office Udhampur had a running campaign "Meri Mati Mera Desh" among Market functionaries at Fruit and Vegetable Market Udhampur. Tribute was paid to the martyrs who sacrificed their lives for the nation.



AREA MARKETING OFFICE RAJOURI

AMO Rajouri visited the orchard of Sh. Tilak Raj of village Dhangri where he has grown different types of fruit & vegetables and provided him marketing linkage to sell his produce at F & V Mandi Rajouri



AGMO POONCH Attending meeting at Dak Bungalow Poonch under the Chairmanship of DDC Poonch



M I visited the village Ari Mendhar & met Mr Abdul Majeed who has 5 kanals of Pecanut orchard. The Orchardist was advised how to manage the Orchard for better productivity.



AREA MARKETING OFFICE ANANTNAG

AGMO Anantnag along with GMI visited the village Mehand Wolzen & educated the growers regarding the picking, packing & grading of the fruit. The growers were also made aware about in respect of the various schemes e. g HADP, ODOP & Support for Grading/Packaging etc.



AREA MARKETING OFFICE JAMMU

AGMO Bishna alongwith M I Akhnoor visited the Office of Mushroom Development Officer Jammu and discussed the departmental scheme of the Packaging Support System for Mushroom Growers. They also visited office of Chief Horticulture Officer Jammu to discuss/collect data on Niche Crops in the district for formation of FPOs.



AREA MARKETING OFFICE PULWAMA

AGMO Pulwama along with MIs today visited HD orchards in Rajpora where orchardists were advised to avoid premature harvest of apple. Growers were also apprised about latest prices of HD apple in F&V market Pricho so that they can regulate the supply efficiently for better returns..



AREA MARKETING OFFICE KULGAM

Marketing inspector of establishment of AMO office Kulgam today visited the area Chowgam of district kulgam and interacted with fruit growers to avail the benefits of HADP and also aware them regarding the CS schemes .



AREA MARKETING OFFICE BANDIPORA

Under the #Azadi ka Amrit Mahsootv # establishment of Area Marketing Office Bandipora visited Ganstan village and provide awareness to the fruit growers of this village about the ongoing programmes and schemes



AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara briefing a progressive Fruit Grower and Trader of Hangah regarding HADP and PMFME Schemes



AREA MARKETING OFFICE RAMBAN

An Awareness Programme was organized today by Area Marketing Officer, Department of Horticulture(P&M) along with his team at Govt. Polytechnic College, Chanderkote, Ramban. The programme was conducted under the theme Meri Matti Mera Desh Campaign. The programme was attended by students and staff of the institution. AMO Sh. Sunil Bakshi educated and created awareness about the various schemes and district specific products under which students can venture . Principal Polytechnic Er. Vivek Mahajan motivated the attendees to think and plan the startups in the schemes by having technology interventions for value addition. The students of the institution were full of enthusiasm during the programme.



**Team Ramban taking the Pledge by Lightning Diya and Matti collected from Batote. Kalash was made of mitti collected which will be presented to Deputy Commissioner Ramban on independence day.
Sheeshnaman to Martyrs
Naman to Bharat Mata**



The team in collaboration with Polytechnic College Chanderkote taking Pledge with students and educated them about the PMFME Scheme after completion.



AREA MARKETING OFFICE DODA

AMO establishment Doda visited Banana Ripening chamber newly established at Ganpat pull by young entrepreneur with technical support of Horticulture Planning and marketing Doda



AREA MARKETING OFFICE BUDGAM

AMO Budgam alongwith staff met with MD FIL Industries Rangreth in connection with the information of the Cold Store and Processing Unit.



AREA MARKETING OFFICE GANDERBAL

Executive Staff of AMO Ganderbal making growers aware about proper grading under Meri Maati Mera Desh Campaign



AREA MARKETING OFFICE SOPORE

AGMO Sopore checking of ongoing construction work of demarcated shopsites at F & V Market Sopore.



AREA MARKETING OFFICE BARAMULLA

Establishment of AMO Baramulla Office assisting the growers for purchasing of plastic creates at Agro industries Lal Mandi Srinagar



Establishment of Baramulla Bomai educate growers regarding DHPM Subsidy Schemes.



AREA MARKETING OFFICER KATHUA

GMI Kathua checking on boarding of the Fruit and Vegetable Growers Cooperative Societies Kathua at Department of Cooperatives, DC Office Kathua. A case under PMFME for establishment of a Micro Food Processing Soya Milk Unit at Lakhampur was referred to DRP. Details of scheme were narrated to Applicant Sh Shivnandan Ji. Applicant has been requested to submit documents so that case is referred for uploading on PMFME Portal



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