



**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



19-08-2023

DIRECTOR

Horticulture Planning & Marketing J & K chaired a meeting with the Officers of different departments viz. I & C, FCI, FCS & C A, Officers of the Department in his office chambers today regarding the upcoming workshop on Warehousing Development and Regulation Authority (WDRA) scheduled to be held on 28th of August 2023 at Jammu.





AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara and Chief Agriculture Officer Kupwara sharing DPRs for Food Processing Units for onward submission to the Deputy Commissioner Kupwara



AREA MARKETING OFFICE JAMMU

AGMO Bishnah acquainted the progressive farmers of Bishnah & R.S. Pura about HADP projects & online marketing avenues like eNAM etc.



Official of AGMO Office, Akhnoor visited the office of Progressive Mushroom Growers Farmers Producer Ltd at Galwaday Chak, Marh and attended the meeting of board of directors of FPO. Officials from SKUAST, NABARD and Agriculture department were also presented and apprised farmers/members of FPO about various centrally sponsored schemes and HADP. FPO has already applied for RBSH under HADP.



Marketing Inspector Samba attended the DLC meeting regarding HADP under the chairmanship of ADC Samba.



AREA MARKETING OFFICE KULGAM

AMO Kulgam attended a meeting/training session icw Municipality Election at DC Office Kulgam



Marketing Inspector Kulgam checking the grading and packaging of fresh fruits in the Mndi & also advising the growers about truthful grading for good returns of their produce.



AREA MARKETING OFFICE SRINAGAR

Accountant of Retail Vegetable Association Parimpora was called to the Office for checking of the records required by a RTI applicant.



AREA MARKETING OFFICE SOPORE

AGMO Sopore inspecting construction of Shopsites in Fruit Mandi Sopore



AREA MARKETING OFFICE PULWAMA

AGMO Pulwama along with GMIs checking the grading and market intelligence of HD apple boxes. The growers/traders of the district were advised to adhere to ethical grading of their produce before sending it to the Mandies to fetch higher returns.



AREA MARKETING OFFICE BANDIPORA

Official of AMO Office Bandipora visited Nowgam village of Sumbal and advised growers about proper timing of harvesting of Apple and also provided awareness about proper grading and packing



AREA MARKETING OFFICE UDHAMPUR

GMI met a progressive growers at Sujandhar in his extensive tour of the villages of far flung areas like Sersundan, Dargali, Kothuro, Devigarh of Bhomag block today. Accompanying Chairman DDC Reasi towards Mohli Talab Festival on 19th&20th, moved on foot for 2 hours from Sujandhar. Imparted the awareness to members of Bhomag FPO and other growers, PRIs about departmental schemes and centrally sponsored scheme.



AREA MARKETING OFFICE SHOPIAN

Field officials of AMO Office Shopian today visited various Processing units established in the district under PMFME Scheme. The objective of the visit was to check the functionality status of these units. GMI later visited Mega Fruit Mandi Aglar Shopian to check grading and packing of fresh fruits and urged the growers/ traders for scientific and ethical grading and auction Practices.



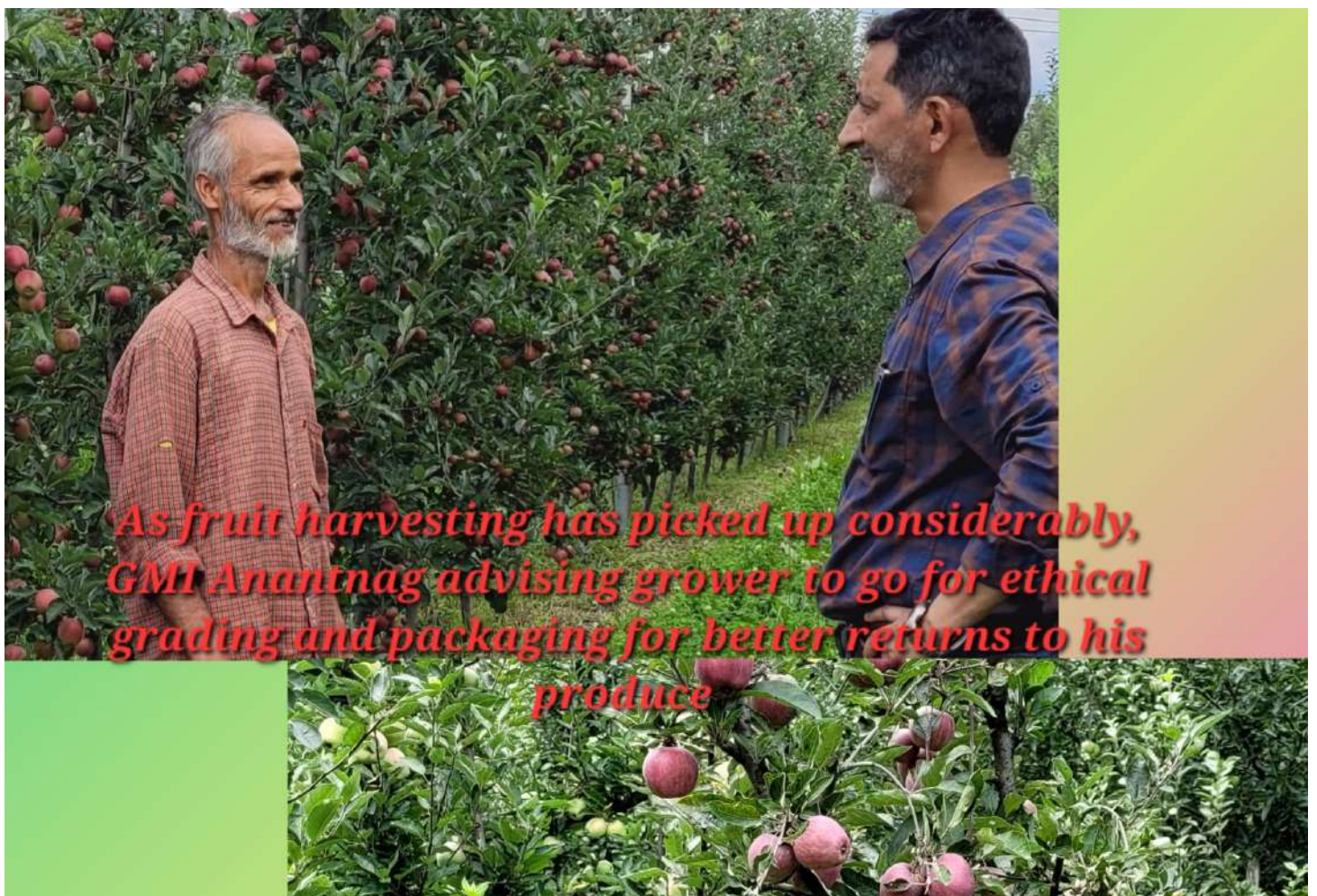
AREA MARKETING OFFICE BARAMULLA

Establishment of Baramulla Bomai filling data of growers for availing subsidy under HADP schemes.



AREA MARKETING OFFICE ANANTNAG

A delegation of growers/traders visited Area Marketing office Jabli Pora Anantnag and requested that the Mandi be made functional in the current fruit season so that the growers of the adjoining areas are facilitated to sell their produce in the Mandi.



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