



**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



22-08-2023

DEPUTY DIRECTOR (K)

Deputy Director Kashmir today visited the Area Marketing Officer Kulgam to enquire about the various issues related to construction of shopsites and on spot instructions were issued to AMO Kulgam the work should not be stopped. The Officer further attended the meeting with the president and members of Fruit Association Kulgam regarding the development works in the office chambers of AMO Kulgam.





AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara attending DLC meeting of HADP of Fisheries Department at DC office Kupwara



Area Marketing Officer Kupwara also attended the Mobilization Program of Dardpora Walnut Agro Producers Cooperative Ltd.



AREA MARKETING OFFICE BANDIPORA

Officials of AMO office Bandipora attended Kissan Sampark Programme at Odina Sumbal.



AREA MARKETING OFFICE PULWAMA

AGMO along with MIs visited the grading/pack house of one of the beneficiaries of Grading/packaging Scheme 2022-23. The beneficiary has expressed his happiness about installing this grading machine last year which has not only increased his returns but has also helped him to create employment opportunities for the local youth.



AREA MARKETING OFFICE ANANTNAG



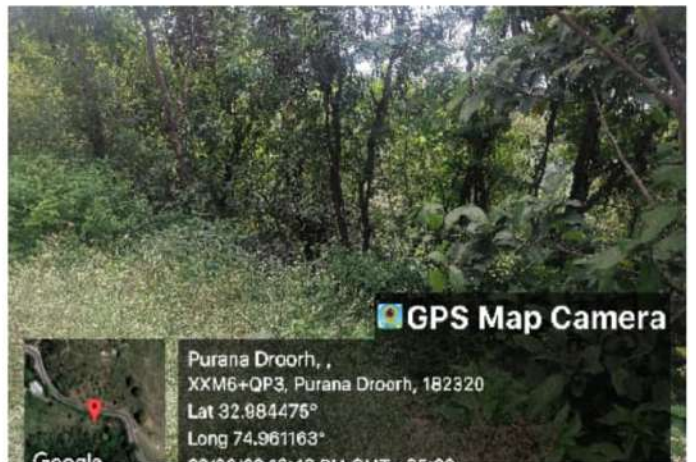
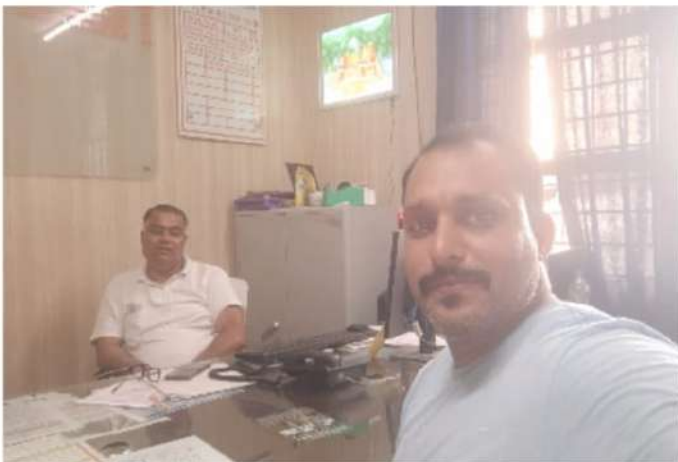
AREA MARKETING OFFICE JAMMU

M I Narwal Jammu visited Mandi and interacted with the traders of Narwal Mandi for doing trade through electronic mode.



AREA MARKETING OFFICE UDHAMPUR

GMI Reasi visited the office of SDM Katra regarding the issue of state land as discussed with him in Block Diwas held at Panthal. SDM said that this office has already communicated no state land chunk available in Katra, about Karu land its status is shamlat. Also visited the state land at Chamba measuring about 4-5 kanals as per the discussion of SDM with NT Panthal, which is away from 5 Km on Udhampur Tikri road seems not suitable. Visited the Railway station counter and met with Station Superintendent regarding the availability of any sites for display/Sale of Products of FPOs. Awareness was imparted to members of Kali SHG to avail the benefits under Support of Packaging and Grading scheme of department.



AREA MARKETING OFFICE RAJOURI

AMO Rajouri along with M I visited the FPO Dhangri to inspect the packaging machine given last year under scheme support for packaging under Capex budget.



AGMO Poonch along with M I visited unit of Mr. Mohd Farooq for spot inspection who was facilitated with a packaging machine last year under scheme support for packaging under Capex budget.



AREA MARKETING OFFICE SRINAGAR

Meeting with representatives of Retail Vegetable Association Parimpora Srinagar was held in the AMO Office Srinagar. Various issues viz clearance of ground rent, issuance of unified licenses, execution of lease deeds etc were discussed. It was agreed by the Association that they will clear pending ground rent and shall also apply for unified licenses.



AGMO Srinagar checked the grading of different varieties of Apple. The growers were advised to follow proper grading practices so that they can fetch better returns for their produce.



AGMO Srinagar also instructed the sanitation contractor to clear all the choked drains so that rain water should not accumulate in Mandi during rainy season.



AREA MARKETING OFFICE SOPORE

AMO Sopore checked the grading of fruit at the Northfresh Grading line & instructed the Plant Manager and the Traders to ensure only quality fruit is packed in light of the complaints received from outside buyers.



GMI Sopore along with Office staff removing encroachments from Sopore Mandi.



AMO Sopre along with staff also attended eNAM training session at Sopore Mandi



AREA MARKETING OFFICE BUDGAM

Area Marketing Officer Budgam AGMO educating the growers the benefits of proper grading for getting better returns



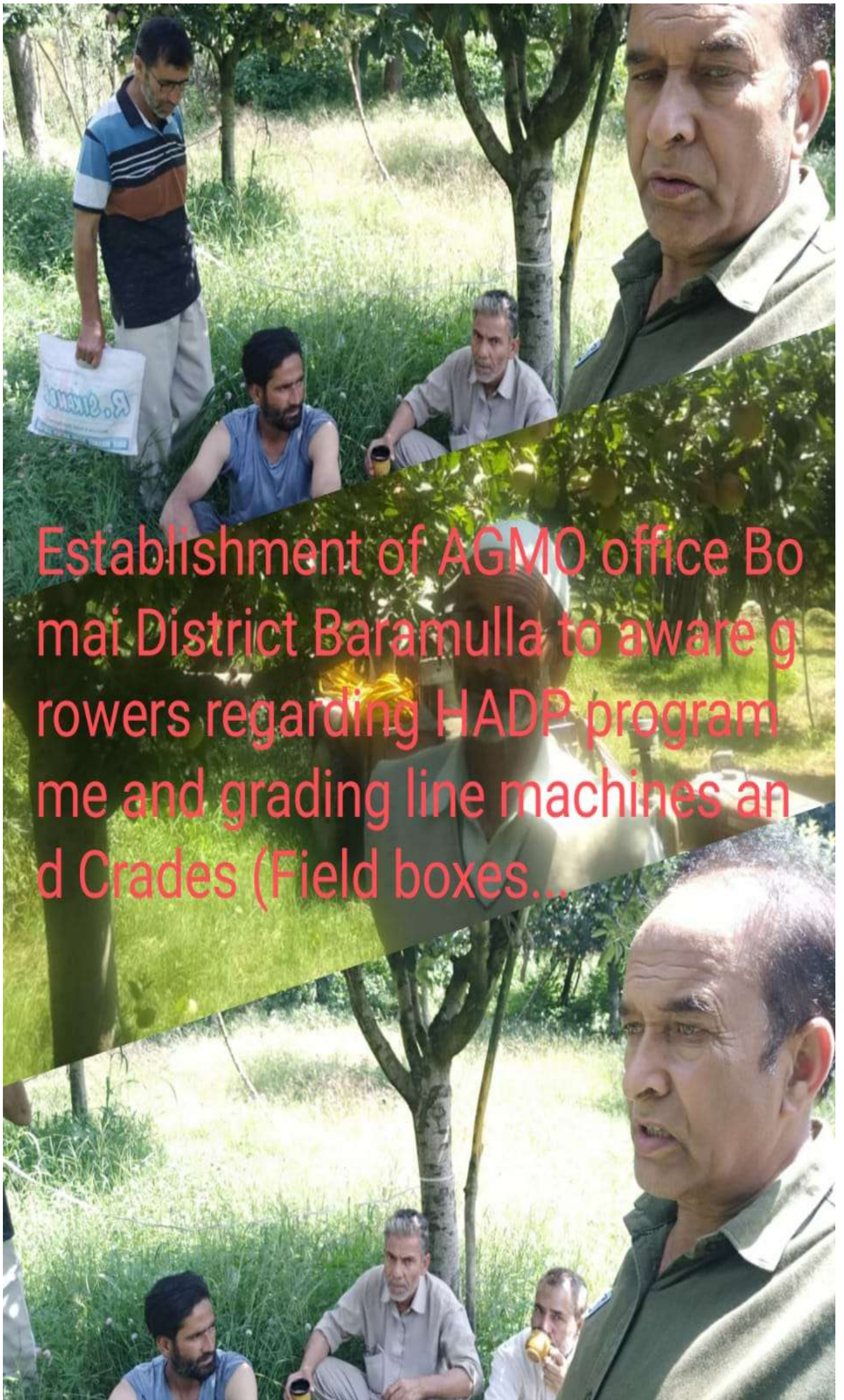
AGMO Chadoora met growers at Hanjura and apprised them about the departmental schemes, advised them to get themselves registered on eNAM Platform for better returns of their produce.



AREA MARKETING OFFICE BARAMULLA

AMO Baramulla in F & V Market Kanispora checking grading/packing of fruits and advising growers/traders to adopt mechanical grading





Establishment of AGMO office Bo mai District Baramulla to aware growers regarding HADP programme and grading line machines and Crades (Field boxes...

AREA MARKETING OFFICE DODA

One day Awareness Camp was conducted at Kishtwar where Area Marketing Officer Kishtwar, Officers of Horticulture, Agriculture, other allied Departments and no. of growers participated. The farmers were made aware of Niche crops and modern grading/packaging techniques.

They were also encouraged to avail the benefits of PMFME scheme, HADP scheme, other related central sponsored schemes and also about packaging material related subsidy



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