



**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**



09-10-2021

DIRECTOR

Horticulture (Planning & Marketing) on official visit to Kolkata is received by the Dy. Director (K), interacts there with the Officers/Officials and visits Kisaan Ghar, Cold store, Departmental Flat Green Golf Kolkata







AREA MARKETING OFFICE RAMBAN

Dy. Director (J) along with AMO Ramban holds a meeting with the Engineering Wing regarding developmental works in Fruit Market Batote. The Officers also visited Patnitop Dev. Authority in connection with identification of space for establishment of Departmental Stall





AREA MARKETING OFFICE ANANTNAG

AGMO Qazigund visits village Malik Abad Halqi Kewa and interacts with Walnut growers in light of the latest Post Harvest Management Techniques



Live demo of the Intello App in F & V Market Batengoo Anantnag



AREA MARKETING OFFICE KATHUA

AMO Kathua and AGMO (T) Kathua held an awareness camp for Growers & SHG females at Pyt Ghar Kathera Kathua in collaboration with Horticulture/ Agriculture Deptt. where value addition of desi Mangoes, Amla, Curry leaves and MIDH, PMFME ODOP Schemes were discussed



AREA MARKETING OFFICE DODA

Area Marketing Officer Doda along with Sh.Himanshu Singh from HS Group of Jabalpur M P met with the progressive growers of Distt. Kishtwar and discussed in detail the quality and export of products like Saffron, Hazelnut, black Zeera and Rajmash



Solar dryers installed at Galhar Kishtwar through Gratitude Farm Ltd.



BANDIPORA



Establishment of AMO office
Bandipora educating growers on
benefits of ethical grading and
packing of fruit.



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AREA MARKETING OFFICE PULWAMA

Marketing Inspector of AGMO Office Tral interacted with the growers of Tral area regarding proper grading & packing and other Departmental Programmes



AREA MARKETING OFFICE SRINAGAR

Consistent motivational efforts in educating and trying to imbibe in traders of Fruit and Vegetable Market Parimpora the practice of doing their trade through eNAM is slowly and steadily paying off



AREA MARKETING OFFICE KUPWARA

Representatives of Intello Labs demonstrating their Grading Technology based on Artificial Intelligence in Fruit Market Handwara



AREA MARKETING OFFICE SOPORE

Live demo of the Intello App in F & V Market Fruit Mandi Sopore



AREA MARKETING OFFICE BUDGAM

MI Budgam visiting and inspecting grading of Delicious variety of apple at a Grading Line Unit established by a grower in Choon area of Budgam



VISHESH MAHAJAN
(JKAS)
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J & K Govt.