



**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**



18-10-2021

AREA MARKETING OFFICE JAMMU

Area Marketing Office Jammu conducted an Awareness Camp at village Pakhiyan, lower Bhalwal wherein PRIs and Officers of Horticulture, Agriculture participated. The stakeholders were educated about various Departmental, Centrally Sponsored Schemes and Schemes of other allied Departments



The Officers/Officials of AMO Office and its subordinate Offices also visted Horticulture Nursery Garhi and Jammu Haat in connection with showcasing and sales of Horticulture produce where some Entrepreneurs have been allotted the desired spaces for the purpose





AREA MARKETING OFFICE KATHUA

**Hon'ble Union MOS Agriculture GOI Ms. Shoba Karandlaje visits
Departmental Stall established by AMO Office Katua at Shivalik Resort
Dayalachak Kathua**







AREA MARKETING OFFICE ANANTNAG

Field functionaries of the establishment of AMO Office Anantnag visited an orchard at Keheribal Mattan & educated the growers about harvesting techniques of Apple crop





AREA MARKETING OFFICE BUDGAM

AMO Budgam along with Marketing Inspectors visited Chrarsharief Mandi to demonstrate Intello application among traders and growers who also were insisted to maintain proper grading





AREA MARKETING OFFICE KULGAM

Demonstration of Praman App was done AMO Office Kulgam and some local youth are being trained by Intello Executives regarding digital auctioning





AREA MARKETING OFFICE UDHAMPUR/REASI

AGMO Reasi with GMI visited FGCM Society Pangal and interacted there with the President Sh. Krishan Singh for revitalization of the Society and the Society Head was also persuaded to establish Units under ODOP and installation of Solar Dryers and integrated farming.



AREA MARKETING OFFICE SOPORE

Area Marketing Officer Sopore alongwith Sr. Suptd. of Police held an interaction with President Fruit Association Sopore and outside buyers in Fruit Mandi Sopore



AREA MARKETING OFFICE KUPWARA

Interactive session with SKUAST Kashmir Wadura students regarding Marketing practices of Horticultural produce at Fruit and Vegetable Market Handwara



AREA MARKETING OFFICE SHOPIAN

AMO Shopian along with field staff in a meeting called by CHO Shopian to discuss the latest status of PMFME cases and to deliberate upon certain issues related to resubmission of cases moved in draft mode by MOFPI. The meeting was attended by CAO, District Canning Officer, District Lead Bank Manager etc.





AREA MARKETING OFFICE GANDERBAL



**Establishment of AMO
Ganderbal
Attended review meeting
alongwith with
Executive Engineer
chaired by the Hon'ble
Lieutenant Governor of UT of
J&K**

AREA MARKETING OFFICE BANDIPORA



**Establishment of AMO office
Bandipora briefing a prospective
ODOP beneficiary from Panzigam**

**village of Bandipora district
regarding benefits of PMFME
ODOP scheme.**



HARVESTING FARMER NETWORK

continuing with sales promotion of Horticulture Produce of the U T of Jammu & Kashmir



Harvesting Farmer Network...

@HarvestingFN

Buy Walnut from Farmer producer organization run by a female farmer/ceo based in Kupwara, Kashmir

Place order for White Organic Walnut here ==>

hfnmandi.com/community-buyi...



<https://twitter.com/HarvestingFN/status/1447485497400463368?s=08>

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