



**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**



27-11-2021

AREA MARKETING OFFICE UDHAMPUR/REASI

AGMO & GMI Reasi coordinating with PRIs and Stakeholders in order to make Apni Mandi Operational Reasi functional early by next month



AREA MARKETING OFFICE JAMMU

AMO Jammu along with staff interacting with Head of the Masterji Bee Keeping Cluster regarding online marketing of honey. The farmer is also a National Award winner in the field



AMO Jammu, AGMO Samba & M I also convened meeting with BPM NRLM and members SHG regarding online marketing of Mango Powder under PM-FME Scheme



AGMO Akhnoor along with GMI conducted an awareness program at Muthwar for the marketing of local Harad and also met the farmers who are drying Harah mechanically and provided marketing linkage them for selling of their produce





Field Official of AGMO Office Akhnour visited Dairy Unit of Mr R K Mottan at Smailpur, Marh and imparted the Owner awareness about ODOP Scheme and motivated himself to enroll under the Scheme



Drive continues to vacate unauthorized Dhabas/Rehriwalas in Fruit Mandi Narwal



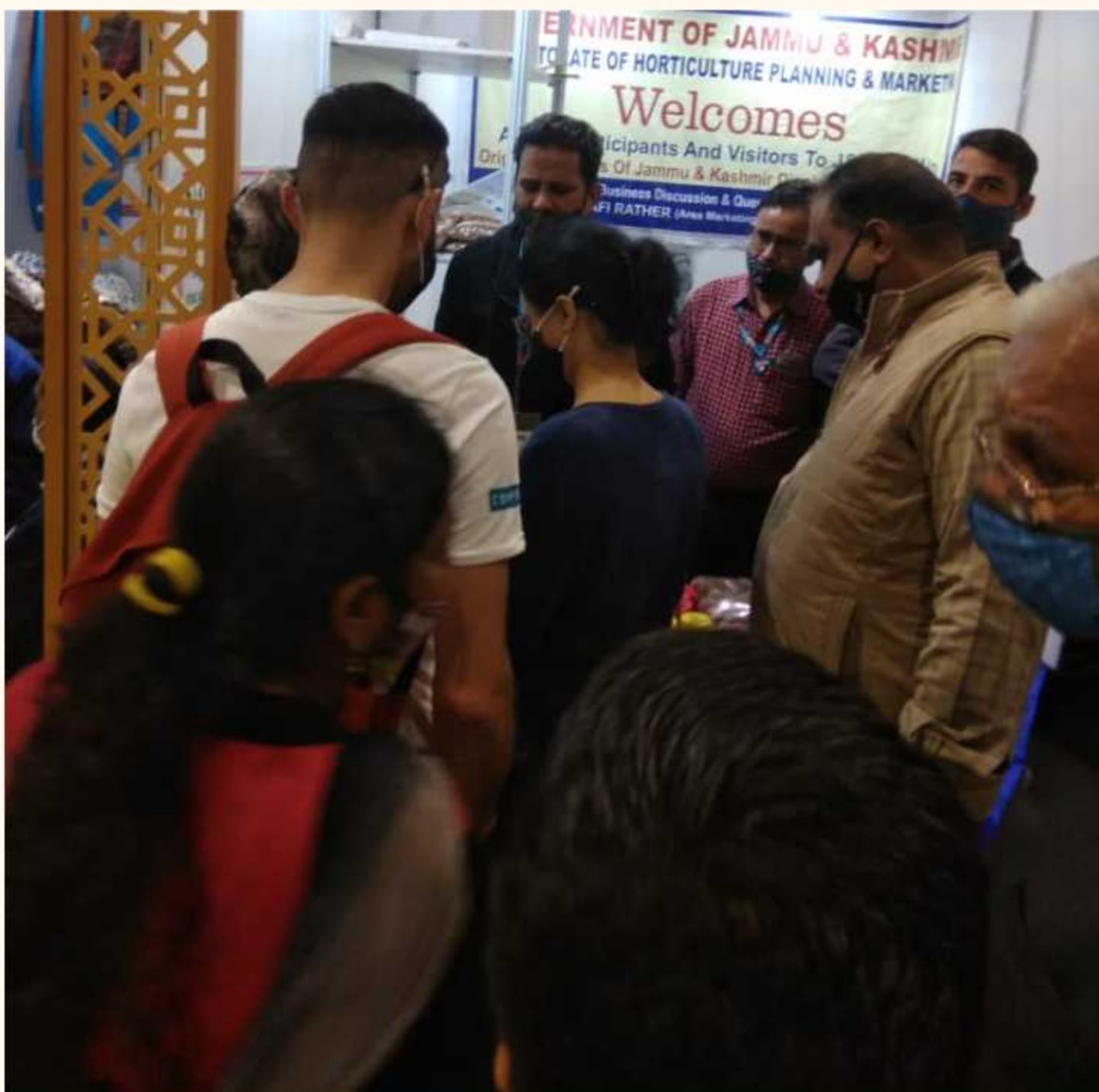


AREA MARKETING OFFICE KUPWARA

Area Marketing Officer Kupwara along with officials educating fruit Growers about Departmental Schemes/ethical grading at village Vedhipora Langate Handwara



DEPARTMENTALS STALLS
during last Day of
INDIA INTERNATIONAL TRADE FAIR 2021 at PRAGATI MAIDAN NEW DELHI
witnessing huge rush of the visitors



AREA MARKETING OFFICE RAJOURI

AGMO Poonch alongwith GMI met a walnut grower, Abid Hussain, of village Palera made him aware about various Departmental Schemes who has also shown keen interest in purchasing plastic crates at subsidised rates. The farmer was also provided market linkage for his produce



AREA MARKETING OFFICE BARAMULLA/SOPORE

An awareness was conducted by AMO Baramulla where a large number of growers participated and State Resource Person NRLM enlightening the growers about benefits of organic farming. Assistant Professor PHT Division SKUAST (K) also educated the growers about post harvest methodology & employment opportunities in PHT







AREA MARKETING OFFICE ANANTNAG

Fire Extinguishers being installed in Fruit Mandi Botengoo Anantnag



AREA MARKETING OFFICE DODA

AMO Doda visited the Cedar Wood Oil Unit of Baderwah. The Unit processes 3000 metric tonnes of different varieties of Cedar Oil and exports it to Australia, Germany and Spain



The Officer also visited Knol khol cultivation and processing units at Bhaderwah



AREA MARKETING OFFICE SRINAGAR

AMO Srinagar visited Fruit Mandi Parimpora Association Office and met with the President and other members of the Assn. in connection with clearance of license fee



AREA MARKETING OFFICE KATHUA

AMO Kathua convened a meeting with the President of Kathua Mandi Association and discussed various issues and instructed the President to register the Assn. at an earliest



AMO Office Kathua also interacted with an entrepreneur with regard to setting up of a Spice Unit under PMFME Scheme



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