



**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**



12-12-2021

Deputy Director Kashmir

Deputy Director Kashmir convened a review meeting with Area Marketing Officers of North Kashmir (Baramulla, Sopore, Handwara/Kupwara and Bandipora) today. Asstt. Executive Engineer and Jr. Engineer of the Departmental Eng. Wing were also present in the meeting. Developmental works and other issues were discussed in detail



AREA MARKETING OFFICE ANANTNAG

Establishment of AMO Office Anantnag today identified two more beneficiaries under PMFME Scheme for upgradation of Bakery Products in Qazigund



AREA MARKETING OFFICE DODA

AMO Doda visited Kanderi Nalla Assar Doda to take stock of the developmental work of Farmers' Market



AREA MARKETING OFFICE UDHAMPUR/REASI

AGMO Samba visited Kisaan Apni Mandi Tapyal to know to monitor the trading in the Mandi



GMI Reasi interacting with farmers at Tali Morh Jardi and motivating them to adopt standard grading and other techniques for value addition of their produce



AREA MARKETING OFFICE PULWAMA

AMO & AGMO Pulwama visited some dairy farms of Pulwama villages & discussed ODOP Scheme with them & motivated them to prepare DPRs for their milk processing units



AREA MARKETING OFFICE KULGAM

AMO Kulgam visited Damhal Hanjipora Kulgam and attended a local village Grading camp. Educated growers that proper Grading can fetch them good rates. Growers were also educated to diversify the fruit to different markets other than Delhi and Punjab to get good returns.





AREA MARKETING OFFICE KUPWARA

Marketing Inspectors of Area Marketing Office Kupwara educating Fruit Traders about usage and benefits of Intello App at Fruit Mandi Handwara



BANDIPORA



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

VISHESH MAHAJAN
(JKAS)
DIRECTOR
Department of Horticulture
(Planning & Marketing)
J & K Govt.