



**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**



**16-12-2021**

## JOINT DIRECTOR

**Horticulture Planning & Marketing visited Fruit & Vegetable Markets of Rajouri and Poonch Distt to take stock of the developmental works and trading in these Mandies**





### FRUIT ASSOCIATION SOPORE

had a meeting with the Dy. Director (K) and discussed various developmental issues of Sopore Mandi . The Dy. Director assured them that all developmental and other activities will be expedited. The Association also congratulated the Deputy Director for taking charge of Kashmir Division with expectations of solving the pending issues of Sopore Mandi



**Deputy Director Central, AMO Jammu. A.D (G&P) and SO (Adm) had a meeting with representative of Intello Labs regarding Strawberry of J and K**



**The Officers along with Intello Lab Executives also had a meeting with Managing Director JKHPMC**



**AREA MARKETING OFFICE UDHAMPUR/REASI**

**AGMO alongwith GMI visited Apni Mandi Mari and took stock of it's working and and interacted with the traders of the Mandi**



## AREA MARKETING OFFICE KATHUA

AGMO Kathua participated as a Resource Person in a training program for rural folks, organised by RSETI (SBI) and local FPO. Rural folks were motivated to grow Mushroom, Turmeric, prepare Amchur, Pickles, Masalas, local heritage crafts and avail benefits of the government schemes in this regard





**AREA MARKETING OFFICE SOPORE/BARAMULLA**

**AMO along with field staff checking the status of licences of the traders in Fruit Mandi Sopore**



**AGMO Rohama Rafiabab along with staff in a meeting for making arrangements regarding awareness program to be held on 22 12 2021 at Community Hall Rohama Rafiabab**



**AREA MARKETING OFFICE ANANTNAG**

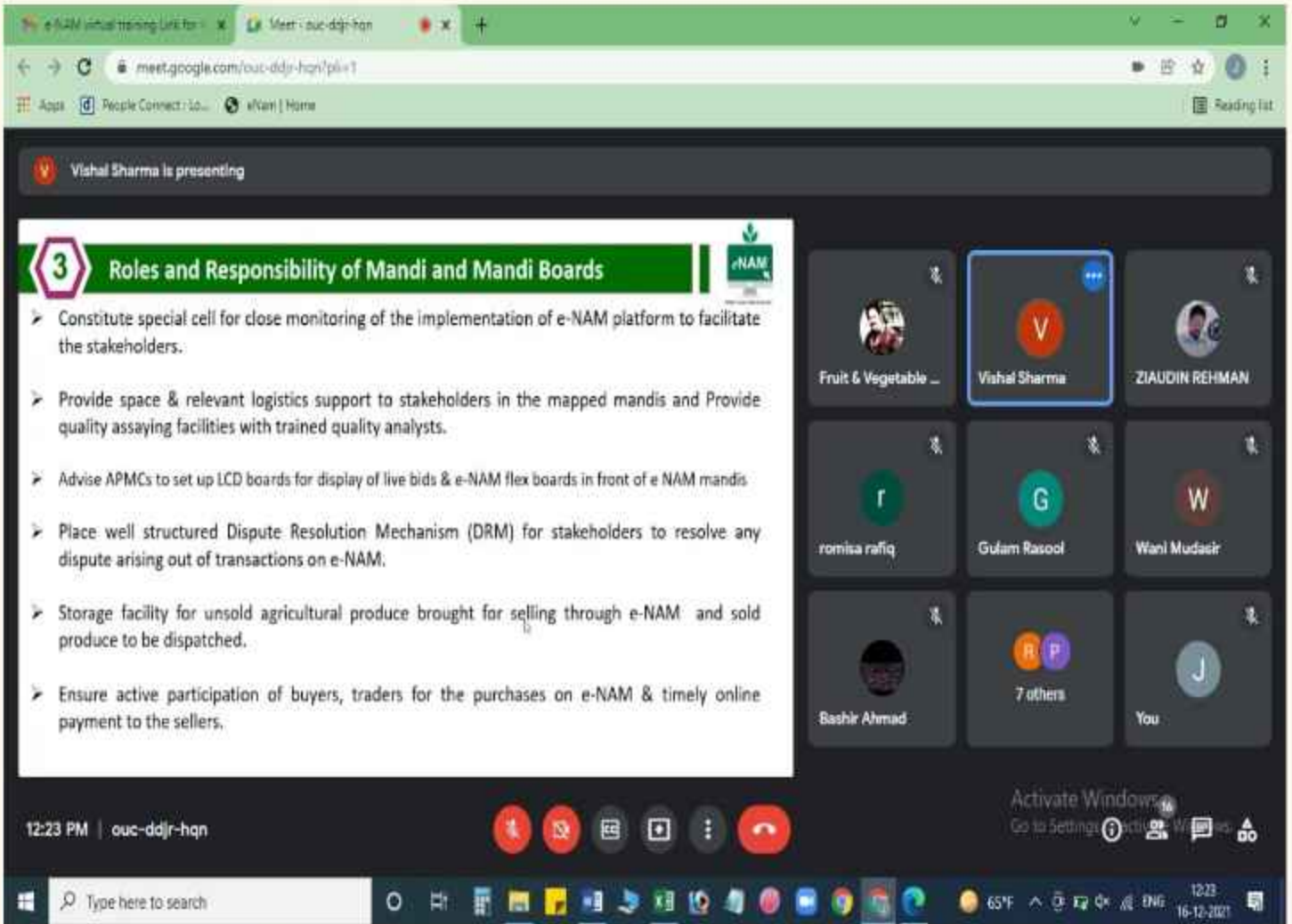
**AMO Anantnag along with M I visited gutted grading shed of JKHPMC in response to some complaint to have first hand report of the matter**





## AN ONLINE MEETING

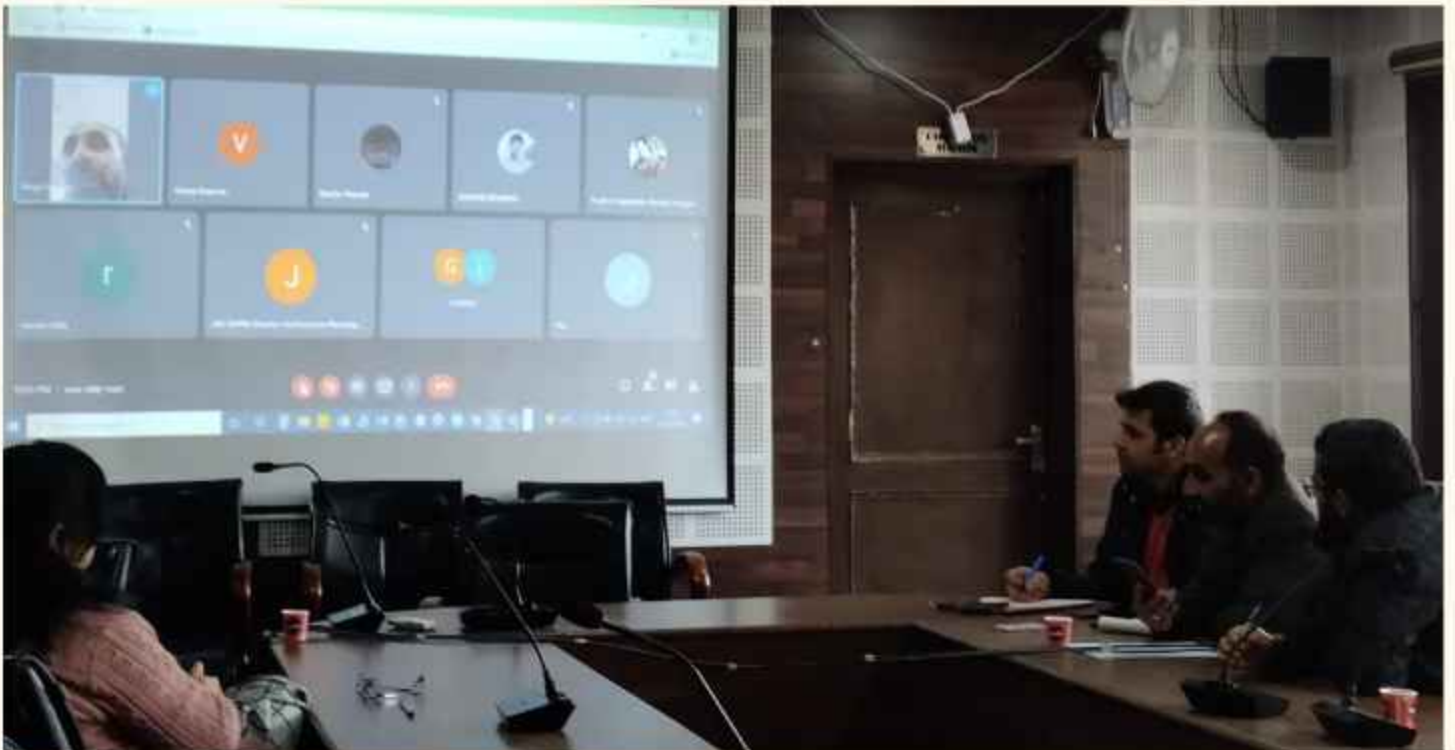
was attended by the Officers/Officials of the Department on eNAM



The screenshot shows a Google Meet window with a presentation slide titled "3 Roles and Responsibility of Mandi and Mandi Boards". The slide lists several key responsibilities for Mandi and Mandi Boards:

- Constitute special cell for close monitoring of the implementation of e-NAM platform to facilitate the stakeholders.
- Provide space & relevant logistics support to stakeholders in the mapped mandis and Provide quality assaying facilities with trained quality analysts.
- Advise APMCs to set up LCD boards for display of live bids & e-NAM flex boards in front of e NAM mandis
- Place well structured Dispute Resolution Mechanism (DRM) for stakeholders to resolve any dispute arising out of transactions on e-NAM.
- Storage facility for unsold agricultural produce brought for selling through e-NAM and sold produce to be dispatched.
- Ensure active participation of buyers, traders for the purchases on e-NAM & timely online payment to the sellers.

On the right side of the screen, a grid of participants is visible, including Vishal Sharma (the presenter), ZIAUDIN REHMAN, romisa rafiq, Gulam Rasool, Wali Mudair, Bashir Ahmad, and 7 others. The bottom of the screen shows the Windows taskbar with the time 12:23 PM and date 16-12-2021.



## AREA MARKETING OFFICE RAMBAN

AMO Ramban in a review meeting in the office of D C Ramban in which DDC chairperson and AGMO Batote participated. D C Ramban appreciated the progress made regarding the functioning of Fruit Mandi Batote



## AREA MARKETING OFFICE JAMMU

Officers/Officials of AGMO Office Akhnoor visited the Office of Horticulture Development Officer Akhnoor regarding the collection of data of strawberry growers of the area



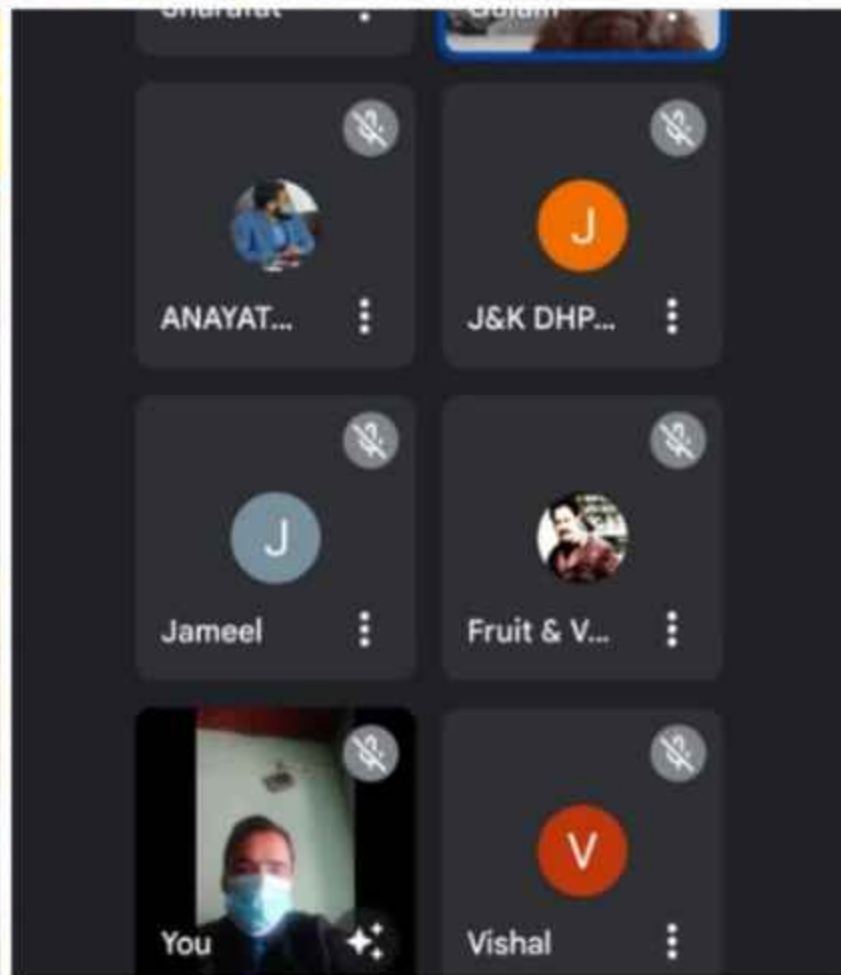
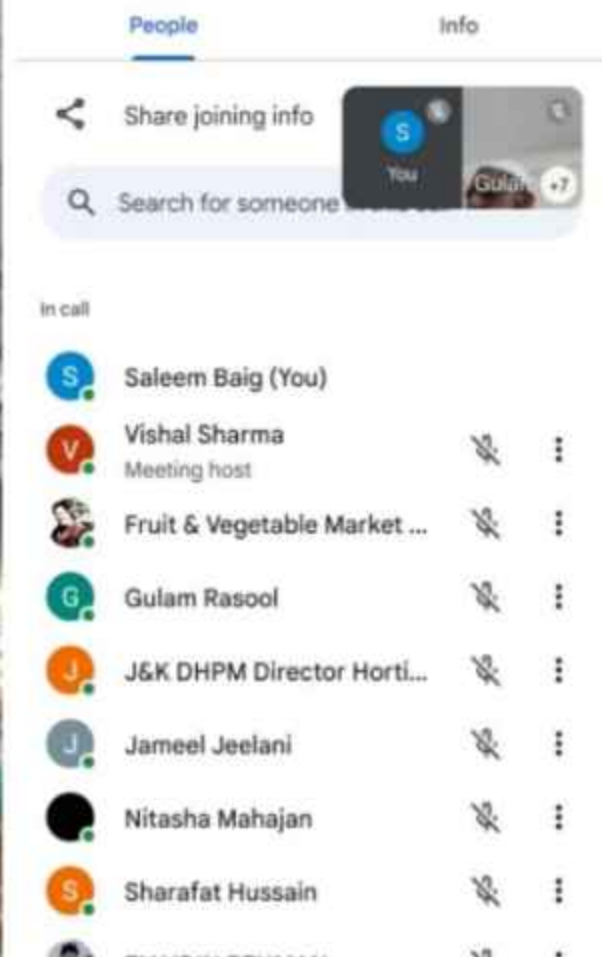
AGMO Samba alongwith M.I. had meeting with AEO Ghagwal with regard to obtaining list of progressive growers of Mushroom, Citrus from the area and invited them to participate in the Awareness Camp to be held on 18.12.2021



AGMO Samba alongwith Marketing Inspector visited Lemon orchard of Sh. Chandu Lal of village Ghagwal and interacted with the farmer there



# BANDIPORA



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

M I Bandipora attending online training program on ENAM

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