



**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**



**06-06-2022**

## AREA MARKETING OFFICE KATHUA

AGMO Kathua and MI Kathua held an Awareness Camp at village Krol Vidh, located at International Border in Kathua wherein a number of farmers and rural women, Panch, a social worker Ravi Abtol, officers from Agriculture, SBI and RSETI Kathua participated. AGMO, MI Kathua, and other officers guided to grow Turmeric, Red Chili, Moringa, Jackfruit, Jimikand, Dragon fruit, high density mangoes, papaya onion, garlic in their fields to get better returns.



The women were exhorted upon to form JLG and start small units of Papad, Bariyan, Pickles and spices. Information about PMFME ODOP was also disseminated among those present in the awareness camp.



**The AGMO & M I also inspected the hall of Mr Inder Singh PMFME, ODOP aspirant, at village Krol Vidh Panchayat Bobayian Hiranagar.**



### **AREA MARKETING OFFICE JAMMU**

**AGMO Bishnah along with M I Jammu & BPM NRLM Bishnah visited a packing material Manufacturing Unit and discussed in detail different packing material used for packing of horticultural produce/products.**



**M I Narwal met an official of MD NRLM R S Pura Arnia and handed over the filled forms of SHG ladies who are interested to avail the benefits of food preservation courses by Horticulture Processing Center Jammu.**



**The Official also visited Mandal Zone to and met some growers in connection with departmental activities**



**M I Narwal visited AEO Office Ratiyaan and met AEO Naresh Raina Sir and other JAE0 and AEA of the area and discussed with them the different schemes which can be disseminated among the farmers.**



### **AREA MARKETING OFFICE UDHAMPUR**

**AGMO and M I Reasi alongwith District Incharge NRLM alongwith Leaders of SHGs of Mari, Gran Morh and Gran Barotiyar visited Apni Mandi Mari reg providing of space to them for operating their food processing activities and other activities from Mari Mandi to make effective use of our infrastructure and make the Mandi a vibrant unit.**



**AGMO Udhampur visited Thati area of Udhampur and met Sarapanch Sh Shiv Dev Singh and other growers and came to know that their produce is locally consumed but in adjoining areas like Badola, Dhami, Neeli Nullah Kalta, Mongerli etc. where there is a large production of lady finger ,cucumber, gourd, cauliflower, cabbage etc which is marketed in the Udhampur Mandi**



**GMI of AMO Office Udhampur visited Chopra Market Udhampur and had an interaction with Sarpanch Chopra Market Sh. Preet Paul in light of the departmental programs/schemes**



## AREA MARKETING OFFICE DODA

AMO Doda visited J & K Bank Bhandarwah regarding financial assistance to the beneficiaries under ODOP.



## AREA MARKETING OFFICE DELHI

AMO Delhi along with staff visited Sahibabad U. P. fruit market and met various leading traders to enquire about their fruit requirement and motivated them to purchase various agri/horti products from J & K





### **AREA MARKETING OFFICE BUDGAM**

**Area Marketing Officer Budgam along with Marketing Inspectors of the establishment met PRI of Karepora village of Budgam and appraised him about various departmental activities/schemes. The said PRI also accompanied the team to various orchards in the area where awareness regarding the various pre and post harvest management practices of plum and apple was provided to the farmers.**





**Marketing Inspector of Area Marketing Office Budgam visited Kakawring Chrari Sharief and educated Fruit Growers about Post Harvest Management techniques of Horticultural Produce and benefits of formation of Cooperative Marketing Societies**



### **AREA MARKETING OFFICE SHOPIAN**

**AMO Shopian along with his field staff and J.E. visited Mega Fruit Mandi Aglar Shopian in connection with to review the progress on various developmental works in the Mandi. The functioning of various essential services like water supply and Lavatory block was also reviewed in detail. Later on a meeting was also held with Fruit Association wherein smooth functioning of Mandi during the forthcoming season was discussed.**





### AREA MARKETING OFFICE RAMBAN

AMO Ramban along with field staff visited the orchards of some growers and advised them reg attractive grading/packing



Construction work of toilet block by Block Office Bijbehara in progress at F&V Market Jablipora.



## AREA MARKETING OFFICE KUPWARA

AMO Kupwara, Tahsildar Kupwara ON Saturday held a meeting with fresh fruit Allottees in AGMO Office Kupwara regarding functioning of F & V Market Bumhama



**ODOP aspirants being educated about the benefits of PMFME Scheme on Saturday at AGMO Office Kupwara**



**Water Supply is being restored at F & V Market Handwara**



**AREA MARKETING OFFICE GANDERBAL**



Establishment of AMO office  
Ganderbal monitoring the cherry  
trade in F&V market Zazna  
Ganderbal.



**AMO Ganderbal attending the  
District level coordination meeting  
chaired by District Development  
Commissioner Ganderbal**

# AMO OFFICE BANDIPORA

Establishment of AMO office  
Bandipora educating cherry  
growers regarding the benefits of  
proper harvesting grading and  
packing.



## AREA MARKETING OFFICE SOPORE

Allottees of Sopore Mandi had an interaction with AMO Sopore regarding developmental and other issues of the Mandi



M Is at Sopre have started registration of Traders/Growers on eNAM





## AREA MARKETING OFFICE PULWAMA

AGMO Pulwama along with M i visited the shops of various vegetable/fruit vendors of District Pulwama regarding collection of market intelligence. It was noticed that the vendors have started to sell the locally processed items like pickles, mushrooms, jams etc. which is highly encouraging.



## AREA MARKETING OFFICE KULGAM

M I Kulkgam visited the orchard of Gh Mohd Dar at Pehloo who had recently complained of pest disease and after connecting him with our pest scientists of the the Office WhatsApp Group was advised for necessary measures due to which the pest disease has been controlled



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