

# Government of Jammu and Kashmir



## Horticulture Planning & Marketing Department



# INTRODUCTION

- **Horticulture generates higher returns.**
- **Eco-Friendly environment.**
- **Better employment Opportunities.**
- **About 8% GDP of the State is being contributed by the Horticulture Sector.**
- **Presently the Department has 35 Fruit & Vegetable Markets (Functional/ underdevelopment) including 05 Terminal , 20 Satellite and 10 Apni Mandies.**
- **Besides, proposals for establishment of new Mandies are under consideration.**
- **Remunerative returns through exports to neighboring countries.**
- **Kissan Ghar at Delhi and Jammu are functional, two more Kissan Ghars one at Salt Lake Kolkatta and other at Rajbagh, Srinagar are being established and the development works are in progress.**
- **One Cold Store of capacity 2000 MT under construction at Salt Lake Kolkatta and 7.7 kanals of land was transferred at Parimpora Srinagar to fruit Association Parimpora for establishment of Cold Store.**

# **Vision**

Increase in production & the growing competition in the market especially due to globalization have necessitated the responsibility of the department to introduce new technology and new schemes/projects to channelize the fruit trade on profitable lines in a regulated manner.

# **Mission**

Diversification in the despatches of fruits, Dissemination of latest technology amongst fruit growers. Creating job opportunities for unemployed youth involving them in Agri Business/Fruit Packing/Marketing Trades, Institutional re-structuring through involvement of PPP mode etc. and to provide assistance to Growers/Traders for better Post Harvest Management.

# **Objectives**

- Generation & Dissemination of Latest Technology.
- Popularization of Post Harvest Management mechanization.
- Institutional Restructuring
- Development of Infrastructure (F&V Markets)
- Reduction of Post Harvest Losses and promoting value addition to Horticulture Crops.
- Buyer Seller Meet for direct contact for sale and purchase of Agri/Horti. produce.

- Diversification of Horticulture Produce to hitherto unexplored markets and introducing value added products.
- Monitoring & Evaluation of major schemes/activities.

## **Functions**

- To ensure more profits for Agri/Horti. produce.
- To act as a bridge between Researchers and Farming community by way of conducting Awareness Camps/Seminars /Exhibitions/Demonstrations/Training & Exposure visits etc..
- To provide Post Harvest Management infrastructure (Establishment / construction of F&V markets / cold stores/ C.A stores, Grading and Packing sheds) to the growers/traders
- To provide Market intelligence to Growers/Traders.
- To ensure institutional re-structuring by promoting PPP mode.
- To implement Centrally Sponsored Schemes like. RKVY and MIDH.
- Organizing of Fruit Festivals, awareness camps, exhibitions.
- Regulation of Marketing of Agri/Horti. produce under the ambit of J&K APMR Act, 1997.

# Horticulture Planning & Marketing

- ✓ Establishment of Horticulture (P&M) Department = 1972-73
- ✓ Fruit Production in 1972-73 = 1.83 LMTs
- ✓ Dispatches of fruit 1972-73 = 0.92 LMTs
- ✓ Annual Turnover 1972-73 = 400 Crore
- ✓ Area 2015-16 = 3.62 Lacs Hect.
- ✓ Production 2015-16 = 23.72 LMTs.
- ✓ Annual Turnover on Horti Produce 2015-16 = Rs.5500 crores .Approx.
- ✓ Population Dependent on Horticulture directly /indirectly = 07 Lac families
- ✓ Souls involved in the trade. = 35 Lac souls
- ✓ Dispatches (fresh/dry fruits)within the country (2016-17) Upto ending 31-03-2017 = 13.033 LMT(Lakhanpur Toll Post)

| Item  | Lowermunda(LMT) | Lakhanpur(LMT)                 |
|-------|-----------------|--------------------------------|
| Fresh | 10.00           | 14.41                          |
| Dry   | 0.1             | 0.16 (upto Ending 31.03. 2017) |
| Total | <b>10.10</b>    | <b>14.57</b>                   |

- ✓ Contribution of Horticulture to State GDP = 8%
- ✓ 70% Apple and 98% Walnut Production in the country produced in J&K State.

# DEPARTMENTAL ACTIVITIES

HORTICULTURE PLANNING & MARKETING  
(AGRI./HORTI.PRODUCE)

**DIRECTORATE ESTABLISHED IN 1972**



**POST HARVEST MANAGEMENT**

**MARKETING PROMOTIONS**

**MARKET INTELLIGENCE**

**SURVEY & MARKET STUDIES**

**Training For GRADING & PACKING**

**DEVELOPMENT OF MARKET  
INFRASTRUCTURE**

## Area Marketing Officer Outside the State

| S.No. | Name of the Officer                | Address   |
|-------|------------------------------------|---|
| 1     | Area Marketing Officer, Delhi,     | BR-2 Shalimar Bagh,<br>Delhi-110088   |
| 2     | Area Marketing Officer ,Amritsar,  | Building No.11, Opp. Inder Palace Cinema,Firozudin Road, Amrtisar<br>Punjab                                     |
| 3     | Area Marketing Officer Chandigarh, | Shop No.53, Tiwana Complex, 2nd Floor,<br>Sector 41-C, SCO-8<br>1066-67, Chandigarh, Punjab                     |
| 4     | Area Marketing Officer Mumbai      | Room No. 221 3rd Floor Central facility building, Sector-19 APMC Fruit<br>Market Turbe Vashi, New Mumbai-400703 |
| 5     | Area Marketing Officer Kolkatta    | 79/18-B Palam Avenue<br>Kolkatta-19,<br>West Bengal   |
| 6     | Area Marketing Officer Bangluru,   | 1st Floor<br>APMC Yard, Banana Market Binnypet, Banagalore-560023   |
| 7     | Area Marketing Office Bhopal       | C-40, BDA Colony, Khofiza Bhopal-462001   |
| 8     | Area Marketing Officer Lucknow     | 3/149 Vikas Nagar Kursi Road, Luckhnow-226022 UP  |
| 9     | Area Marketing Officer Jaipur      | J-143, Adarsh Nagar (Opp. Haldiya Lodge) Jaipur-302004  |
| 10    | Area Marketing Officer Ahmedabad   | Shop No. 112, APMC Market Yard near Vansa Toll Naka Vasna<br>AhmadAbad  |
| 11    | Area Marketing Office Hyderabad    | Huda Colony near Kuthapet Fruit Market Saroor Nagar<br>Hyderabad-35   |
| 12    | Area Marketing Officer Patna       | Building Kusum Angan Road NO.1A-Vivek Vihar Hunuman Nagar Patna   |
| 13    | Area Marketing Officer Chennai.    | Tutikaran<br>B-Ganga Nagar Koddabakham Madras (Tamil Nadu)  |

## Area Marketing Officer within the State

| <b>S.No.</b> | <b>Name of the Officer</b>               | <b>Address</b>   |
|--------------|--|--|
| 1            | Area Marketing Officer Udampur           | Administrative Block,<br>Fruit & Vegetable Market Dhar Road, Kallar Himmati Udampur. |
| 2            | Area Marketing Officer Doda              | Khalil Lodge M0halla Asthan Doda City-182202   |
| 3            | Area Marketing Officer Jammu             | Fruit & Vegetable Market, Narwal, Jammu-180006                                       |
| 4            | Area Marketing Officer<br>Rajouri/Poonch | Phelana, Near Alpha Gate Rajouri   |
| 5            | Area Marketing Officer Srinagar          | Fruit & Vegetable Mandi Parimpora Srinagar   |
| 6            | Area Marketing Officer Budgam            | Near Biat-ul-Shifa, Nursing Home Opp.. Forest Check Post Budgam-<br>191111.          |
| 7            | Area Marketing Officer Sopore            | Fruit & Vegetable Mandi, Sopore-193201   |
| 8            | Area Marketing Officer Baramulla         | Fruit & Vegetable Mandi Kanispora, Baramulla   |
| 9            | Area Marketing Officer Kupwara           | Fruit & Vegetable Mandi Handwara,  |
| 10           | Area Marketing Officer Anantnag          | Fruit & Vegetable Mandi Batingoo, Anantnag   |
| 11           | Area Marketing Officer<br>Kulgam/Shopian | Fruit & Vegetable Mandi, Kulgam  |
| 12           | Area Marketing Officer Pulwama           | Fruit & Vegetable Mandi Prichoo Pulwama  |



## Assistant Grading and Marketing Officers

| <b>S.No.</b> | <b>Name of the Officer</b>        | <b>Address</b>   |
|--------------|-----------------------------------|--|
| <b>1</b>     | <b>AGMO/Secy APMC Srinagar</b>    | <b>Fruit &amp; Vegetable Mandi Parimpora Srinagar.</b>   |
| <b>2</b>     | <b>AGMO, Ganderbal</b>            | <b>Near J&amp;K Bank Ganderbal</b>                       |
| <b>3</b>     | <b>AGMO Kargil</b>                | <b>Near J&amp;K Bank Kargil</b>                          |
| <b>4</b>     | <b>AGMO Anantnag</b>              | <b>Fruit &amp; Vegetable Mandi Batingoo Anantnag</b>     |
| <b>5</b>     | <b>AGMO Pulwama</b>               | <b>Fruit &amp; Vegetable Mandi Prichoo Pulwama</b>       |
| <b>6</b>     | <b>AGMO Shopian</b>               | <b>Fruit &amp; Vegetable Mandi Shopian</b>               |
| <b>7</b>     | <b>AGMO Beerwah</b>               | <b>Near Bus Stand Beerwah</b>                            |
| <b>8</b>     | <b>AGMO Chararsharief</b>         | <b>Fruit &amp; Vegetable Mandi Zaloosa Chararishrief</b> |
| <b>9</b>     | <b>AGMO Kupwara</b>               | <b>Near Bus Stand Kupwara</b>                            |
| <b>10</b>    | <b>AGMO, F&amp;V Mandi Sopore</b> | <b>Fruit &amp; Vegetable Mandi Sopore</b>                |
| <b>11</b>    | <b>AGMO Sopore</b>                | <b>Fruit &amp; Vegetable Mandi Sopore</b>                |
| <b>12</b>    | <b>AGMO Bomai</b>                 | <b>Near High Secondary School Bomai</b>                  |
| <b>13</b>    | <b>AGMO Qazigund</b>              | <b>Near J&amp;K Bank Bustand Qazigund</b>                |
| <b>14</b>    | <b>AGMO Bandipora</b>             | <b>Main Bazar Bandipora</b>                              |
| <b>15</b>    | <b>AGMO Handwara</b>              | <b>Fruit Mandi Handwara</b>                              |
| <b>16</b>    | <b>AGMO Uri</b>                   | <b>Main Market Uri</b>                                   |
| <b>17</b>    | <b>AGMO Rafiabad</b>              | <b>Near Bus Stand Rohama</b>                             |

## Assistant Grading and Marketing Officers

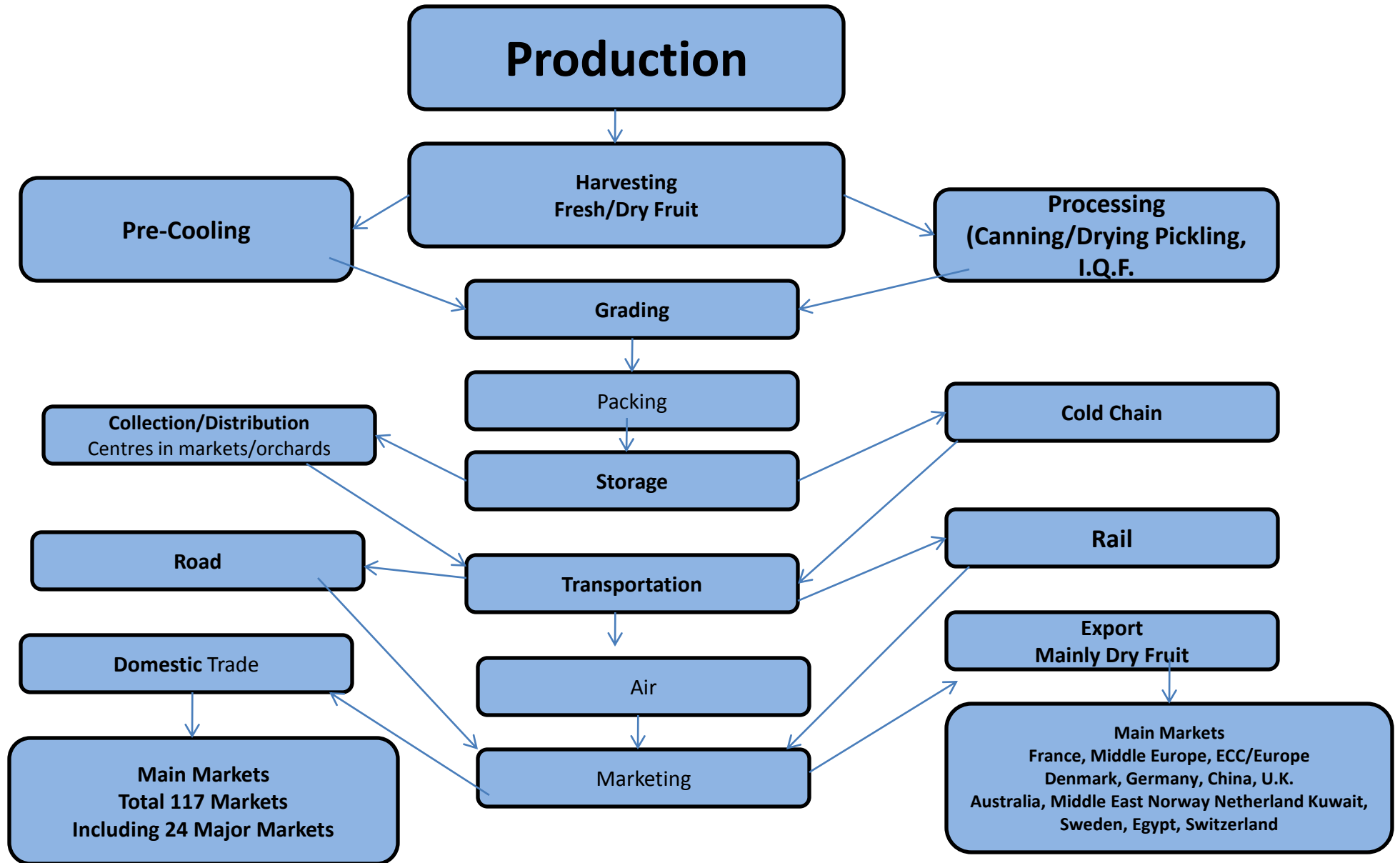
| <b>S.No.</b> | <b>Name of the Officer</b> | <b>Address</b>                                       |
|--------------|----------------------------|--|
| 18           | AGMO Chadoora              | Near J&K Bank Chadoora                               |
| 19           | AGMO Kulgam                | Fruit Mandi Kulgam                                   |
| 20           | AGMO Pattan                | Main Market Near Boys Higher Secondary School Pattan |
| 21           | AGMO Langate               | Main Chowk Langate                                   |
| 22           | AGMO Baramulla             | Fruit Mandi Kanispora Baramulla                      |
| 23           | AGMO Tangmarg              | Chandloora Tangmargh                                 |
| 24           | AGMO Sumbal                | Near J&K Bank Sumbal                                 |
| 25           | AGMO Tral                  | Near Tehsil Library Tral                             |
| 26           | AGMO Dachnipora-Anantnag   | Serigupwara Khirm Road                               |
| 27           | AGMO Sogam                 | -  |
| 28           | AGMO Bishnah               | Fruit & Vegetable Mandi Bishnah                      |
| 29           | AGMO Akhnoor               | Fruit & Vegetable Mandi Akhnoor                      |
| 30           | AGMO Poonch                | Near Police Station Poonch                           |
| 31           | AGMO Rajouri               | Near Forest Complex Rajouri                          |
| 32           | AGMO Batote                | Near DIG Office Batote                               |
| 33           | AGMO Udhampur              | Fruit & Vegetable Market Kaller Himmat Udhampur      |
| 34           | AGMO Reasi                 | DC Office Complex Reasi                              |
| 35           | AGMO Kathua                | Ward No.4, Krisha Colony Near Shiv Mandi Kathua      |
| 36           | AGMO Doda                  | Ustad Muhallah, Doda City                            |

## SANCTIONED STRENGTH / PHYSICAL AND VACANCY POSTION

| S. No. | Category       | Sanctioned Strength | Physical Position | Vacancy         |
|--------|----------------|---------------------|-------------------|-----------------|
| 1      | Gazetted       | 76                  | 54                | 22              |
| 2      | Non Gazetted   | 217                 | 129               | 88              |
| 3      | Class-IV       | 120                 | 97                | 23              |
| 4      | Eng. Wing      | 12                  | 17                | 00) (05 Excess) |
|        | <b>TOTAL:-</b> | <b>425</b>          | <b>297</b>        | <b>133</b>      |

- 06- posts of Assistant Grading & Marketing Officer of Gazetted cadre forwarded to the Administrative Department for referring to the recruiting agency.
- 55- posts of Non Gazetted referred to Service Selection Board for Selection of Candidates.
- 20- posts of Class-IV category have been advertised by the Department. But the process of finalization has been stayed by the Hon'ble Court

# Post Harvest Practices of Horticulture Produce



# Major fruits of the State

| S. No. | Kind of the Fruit | Production in MTS. |                |                |                |                |
|--------|-------------------|--------------------|----------------|----------------|----------------|----------------|
| Fresh  |                   | 2012-13            | 2013-14        | 2014-15        | 2015-16        | 2016-17        |
| 1      | Apple             | 1500250            | 1662364        | 1170306        | 1806650        | 1726834        |
| 2      | Pear              | 48311              | 72639          | 59721          | 103195         | 88329          |
| 3      | Apricot           | 14520              | 17222          | 15381          | 15439          | 13598          |
| 4      | Cherry            | 12050              | 13414          | 9530           | 13481          | 8282           |
| 5      | Peach             | 6020               | 7401           | 5698           | 6211           | 6221           |
| 6      | Plum              | 11023              | 10777          | 7937           | 11560          | 10112          |
| 7      | Olive             | 75                 | 279            | 33             | 122            | 224            |
| 8      | Mango             | 12084              | 6994           | 17705          | 12093          | 24150          |
| 9      | Guava             | 5692               | 5783           | 5101           | 7634           | 9153           |
|        | Total:-           | <b>1610025</b>     | <b>1796873</b> | <b>1291412</b> | <b>1976385</b> | <b>1886903</b> |
| 1      | Walnut            | 227000             | 251934         | 181443         | 291056         | 266280         |
| 2      | Peanut            | 14                 | 12             | 13             | 103            | 86             |
| 3      | Almond            | 3291               | 9562           | 16537          | 9046           | 6360           |
|        | Total:-           | <b>3305</b>        | <b>9574</b>    | <b>16550</b>   | <b>9149</b>    | <b>6446</b>    |

**Production & Dispatches of fresh/ dry fruits outside the state for last Five years  
(Prod. & Desp. in Lakh MTs)**

| Item  | 2012-13 |          | 2013-14 |          | 2014-15 |          | 2015-16   |          | 2016-17<br>(upto ending<br>March.2017) |           |
|-------|---------|----------|---------|----------|---------|----------|-----------|----------|--|-----------|
|       | Prod.   | Despatch | Prod.   | Despatch | Prod.   | Despatch | Prod.     | Despatch | Despatch<br>End.Jan.2017               |           |
|       |         |          |         |          |         |          |           |          | Lower munda                            | Lakhanpur |
| Fresh | 16.10   | 9.92     | 18.55   | 9.92     | 15.43   | 12.55    | 20.7<br>2 | 14.58    | 10.00                                  | 14.41     |
| Dry   | 2.73    | 0.18     | 2.61    | 0.18     | 1.98    | 0.17     | 3.00      | 0.21     | 0.10                                   | 0.16      |

## Details of Terminal Fruit & Vegetable Markets of the State

( Rs in lacs)

| S<br>·<br>N | Name of the Market  | Land availability<br>(Kanals) | Project Cost      | Expenditure as<br>on 31/03/2017 |
|-------------|---------------------|-------------------------------|-------------------|---------------------------------|
| 1           | Parimpora           | 324                           | 1103.27 (Rev.u/p) | 1345.06                         |
| 2           | Sopore              | 372+90                        | 3398.00           | 1885.49                         |
| 3           | Narwal              | 326                           | 417.89(Rev u/p)   | 820.43                          |
| 4           | Jablipora(Anantnag) | 440.11+4                      | 3560.00           | 433.03                          |
| 5           | Aglar Shopian       | 500                           | 3770.00           | 248.50                          |

## Details of Fruit & Vegetable Satellite Markets of Kashmir Division

| S.N | Name of the Market | Land availability<br>(Kanals) | Project Cost | Expenditure as<br>on 31/03/2017 |
|-----|--------------------|-------------------------------|--------------|---------------------------------|
| 1   | Kulgam             | 51.16+25.05                   | 254.28       | 549.42                          |
| 2   | Baramulla          | 44.18+26.04                   | 326.56       | 435.03                          |
| 3   | Batingoo           | 40.16                         | 202.12       | 228.72                          |
| 4   | Chrarishrief       | 48.19                         | 224.70       | 35.47                           |
| 5   | Kupwara            | 46.13                         | 244.45       | 300.11                          |
| 6   | Zazna Ganderbal    | 30.11                         | 834.00       | 198.93                          |
| 7   | Pulwama            | 35.05+50.04                   | 261.14       | 455.75                          |
| 8   | Shopian            | 32.12                         | 223.60       | 357.75                          |
| 9   | Handwara           | 69.11                         | 358.18       | 419.31                          |
| 10  | Leh                | 38.12                         | 308.35       | 104.95                          |
| 11  | Kargil             | 19.09                         | 501.28       | 40.00                           |
| 12  | Pachar Pulwama     | 35.05                         | 596.00       | 128.86                          |



## Details of Fruit & Vegetable Satellite Markets of Jammu Division

| S.N | Name of the Market | Land Availability<br>(Kanals) | Project Cost | Expenditure<br>as on<br>31/03/2017 |
|-----|--------------------|-------------------------------|--------------|------------------------------------|
| 1   | Udhampur           | 20.06                         | 434.40       | 459.03                             |
| 2   | Rajouri            | 30.19                         | 337.41       | 447.03                             |
| 3   | Batote             | 17                            | 258.24       | 254.58                             |
| 4   | Bishna             | 20.06                         | 221.52       | 191.19                             |
| 5   | Ahknoor(I&II)      | 36.19                         | 792.10       | 315.59                             |
| 6   | Kathua             | 35.02                         | 484.00       | 376.25                             |
| 7   | Poonch             | 26.06                         | 700.00       | 92.68                              |
| 8   | Preyote Doda       | 20.08                         | 550.97       | 285.39                             |

# Details of Apni Mandies

| S.N | Name of the Market      | Land Availability (Kanals) | Project Cost      | Expenditure as on 31/03/2017 |
|-----|-------------------------|----------------------------|-------------------|------------------------------|
| 1   | Tapyal Samba            | 5                          | 96.01             | 28.60                        |
| 2   | Chadwal Kathua          | 10                         | 99.90             | 45.09                        |
| 3   | Garian Udhampur         | 5                          | 20.00             | 13.86                        |
| 4   | Puria Puni Reasi        | 8.13                       | 20.00             | 11.75                        |
| 5   | Mandi Poonch            | 2.5                        | 20.00             | 22.23                        |
| 6   | Mari Reasi              | 7.2                        | 20.00             | 13.50                        |
| 7   | Noonmai yaripora Kulgam | 5                          | 20.00             | 35.75                        |
| 8   | Khansahab Budgam        | 4.13                       | DPR u/Preparation | 31.00                        |

# Status of other projects under construction

(Rs. in lacs)

| S.No | Name of the Project  | Project Cost | Expenditure as on<br>31/03/2017 | Physical Status  |
|------|--|--------------|---------------------------------|--|
| 01   | Additional accommodation of Kissan Ghar at Shalimar Bagh New Delhi.<br>(Land 7 kanals) | 427.00       | 136.23                          | Structure work comprising of 31 bedrooms completed. Work held up due to court case.  |
| 02   | Kissan Ghar in LA-5,sector-3, Salt Lake Kolkatta (Land 2.5 kanals)<br>(NABARD)         | 624.00       | 427.45                          | 75% of internal plaster at G+1 level completed. Internal works viz sanitary and electrification in progress. (26 rooms & 02 No. suits) |
| 03   | Multi-Commodity Cold Store CP-13 Salt Lake Kolkatta.<br>(NABARD)<br>(Land 04 kanals)   | 463.43       | 289.17                          | Civil work completed. Tendering for Mechanical work under progress.  |
| 04   | Kissan Ghar at Rajbagh Srinagar(Land 5 K)  | 1000.00      | 127.30                          | 2 <sup>nd</sup> Slab to be laid. Work in progress.   |
| 05   | Additional accommodation of Kissan Ghar at Narwal Jammu (APMC)                         | 540.00       | 310.00                          | Near to completion. It is comprising of 12 rooms, 04 suits, one conference Hall, one Dining Hall, and one Kitchen.                     |

# Other Assets outside state

| S.No | Name of the Assets  |
|------|---|
| 01   | Kissan Ghar at Shalimar Bagh Delhi.<br>(24 rooms, 07 suits, 01 kitchen and one Dining Hall) |
| 02   | One guest house at Sony apartment Kolkatta.<br>(02 Bedrooms, 01 Kitchen and a Lobby.        |
| 03   | 03 Residential Flats at Shirke Bangulore<br>(1-2BHK & 2-1BHK)                               |
| 04   | 02 one room sets at Mumbai  |
| 05   | One shop at WTC Kolaba Mumbai   |
| 06   | 02 Shops in Mefco Market Mumbai sector 19 Vashi New Mumbai                                  |
| 07   | One office accommodation at Vashi Mumbai  |

# NABARD PROJECTS

(Rs. in lacs)

| S. N o | Project  | AA Cost | Cum. Exp. ending March 2016 | Allocation 2016-17 | Expt. during the year 2016-17 | Cum. Expt. Upto 31.03.2017 |
|--------|--|---------|-----------------------------|--------------------|-------------------------------|----------------------------|
| 01     | Development/establishment of Hi-Tech Fruit and Vegetable Market at Jablipora, Anantnag | 597.00  | 238.40                      | 160.00             | 139.08                        | 377.48                     |
| 02     | Construction of Fruit & Vegetable Market Aglar Shopian                                 | 558.06  | 80.60                       | 155.00             | 167.90                        | 248.50                     |
| 03     | Construction of Kissan Ghar Salt Lake Kolkatta   | 624.00  | 359.08                      | 246.00             | 68.37                         | 427.45                     |
| 04     | Construction of Multi-Commodity cold store at Salt Lake Kolkatta                       | 463.43  | 97.97                       | 352.00             | 191.20                        | 289.17                     |
| 05     | Construction of F&V Market at Prayote Doda   | 550.97  | 117.76                      | 117.00             | 113.47                        | 231.23                     |

# Land Acquisition for expansion of Fruit & Vegetable Markets.

(Land Acquisition under Process)

| Name of F & V Market | Additional Land Acquired | Cost   | Already Paid | Balance                            |
|----------------------|--------------------------|--------|--------------|------------------------------------|
| Pulwama              | 50.4K                    | 700.00 | 350.00       | 350.00                             |
| Baramulla            | 26.4K                    | 604.00 | 554.00       | 50.00(prov. kept for current year) |
| Baghi Sundri Sopore  | 11.4K                    | 221.76 | 79.75        | 142.01                             |
| Jablipora            | 4.1K                     | 60.75  | 60.00        | 0.75                               |
| Poonch               | 1.9K                     | 30.00  | 8.00         | 22.00                              |
| Parimpora            | 1K                       | 44.00  | 22.00        | 22.00                              |

# Main Infrastructure available in Fruit & Vegetable Markets

- **Shop sites**
- **Auction Platforms**
- **Public Convenience**
- **Administrative Block**
- **Parking Yard**
- **Guard Room**
- **Illumination System**
- **Drinking Water Facility**
- **Weighing Bridge**

## **Problems/Challenges of Horticulture Planning & Marketing Department**

- **Poor Grading & Packing**
- **Grading Act not in place.**
- **More than 30% 'C' Grade Apple production**
- **Lack of Cold Storages/Cold Chain facilities.**
- **Low Remunerative returns for Growers due to higher transportation and packing costs.**
- **Lack of Processing Units/Value Addition Units.**
- **Lack of IT use in Marketing**
- **Larger Market share in the country captured through imports from China/Australia/U.S.A.**
- **Agro Climatic Changes – Adverse effects on Fruit Industry.**



# General Issues/Priorities of the Department

- Requirement of adequate funds over and above the plan allocations for completion of on-going projects viz Terminal Markets/Satellite Markets.
- Establishment of Cold Storage, C.A. Stores on fast track basis in 5 Fruit & Vegetable Markets viz Parimpora, Sopore, Narwal, Jablipora and Kulgam in 1<sup>st</sup> Phase..
- The present market at Narwal which was originally conceived in 800 Kanals of land has curtailed in 326 kanals only. For its expansion land measuring 275 kanals under the possession of Forest Department requires restoration to Horticulture Planning & Marketing Department.
- There is need to develop a composite Mega Market outside Jammu City. This will have functional segments like that for fruits, vegetable, grains, pulses, dry fruit Animal/Sheep etc. for which the department has the primary mandate.
- The existing man power in the department has fallen too short in view of the increased activity. There is need to place one Area Marketing Officer each at the District level.
- The existing Area Marketing Officers and District officers are without vehicles and they need a vehicle for better mobility.
- There is a need to place full time Officers for Narwal, Parimpora and Sopore Fruit & Vegetable markets to manage the affairs of these markets.

# **Market Intervention Scheme**

- **MIS launched during 2015-16 in three Districts viz. Sopore Division (Baramulla District), Shopian-Tehsil (Shopian District), Dachinipora Zones (Anantnag District). 4711.76 MTs of C- grade apple was procured at supplied to the registered processing units. An amount of Rs. 519.55 lacs has been incurred on account of procurement cost plus over head charges on the said scheme.**
- **An amount of Rs. 25.00 Crores is projected for the year 2017-18 for implementation of MIS in all the districts of Kashmir Division for procurement of 25000 MTs of C-grade Apple.**
- **The proposed cost for procurement of C-Grade Apple is Rs.10/- per Kg including Rs. 1/- as processor share.**

# Present Status of Processing Units with installed capacity

|                              | <b>Installed<br/>Capacity (MTs)</b> |
|------------------------------|-------------------------------------|
| <b>FIL Industry Srinagar</b> | <b>50,000</b>                       |
| <b>J&amp; K HPMC</b>         | <b>10,000</b>                       |
| <b>Chowdhary Brothers</b>    | <b>1200</b>                         |
| <b>Deer Foods</b>            | <b>1200</b>                         |
| <b>Kashmir Jam</b>           | <b>700</b>                          |
| <b>Gulbadhan</b>             | <b>1700</b>                         |
| <b>Shah Foods</b>            | <b>1000</b>                         |
| <b>Hyeinth</b>               | <b>1200</b>                         |
| <b>Lazeez</b>                | <b>1000</b>                         |
| <b>Apple Deal</b>            | <b>1600</b>                         |
| <b>Kaiser Mart</b>           | <b>-</b>                            |
| <b>Imperial Products</b>     | <b>-</b>                            |
| <b>Fresh View</b>            | <b>-</b>                            |
| <b>Total</b>                 | <b>69600</b>                        |

# Annual Budget under Plan/Non Plan 2016-17

| Items`               | Allocation | Expenditure upto ending Jan, 31/03/2017. | Budget Estimates for the year 2017-18   |
|----------------------|------------|--|---|
| Capex Budget 2016-17 | 2054.00    | 1608.29                                  | 2050                                    |
| Regular Schemes      | 1054.00    | 1008.07                                  | 1050.00                                 |
| Loan                 | 1000.00    | 600.22                                   | 1000.00                                 |
| NON-Plan             | 1979.24    | 1905.29                                  | 2250.17<br>Sal.2082.03<br>other. 168.14 |

# Centrally Sponsored Schemes

| Scheme  | Released amount upto ending January 2017     | Expenditure upto ending 31/03/2017     |
|---|--|--|
| Rashtriya Krishi Vikas Yojana (RKVY)          | 38.63<br>(including Rs. 7.20 as State Share) | 19.43                                  |
| Prime Minister's Special Package.             | 1350.00                                      | 0.00<br>(DPR's submitted for approval) |
| Prime Minister's Developmental Package (PMDP) | 575.16                                       | 0.00                                   |

## Present Status of F&V Markets

| S.No  | Category of Markets | Functional       | Infrastructure Development in final stage | Land Acquired/ Infrastructure under development | Land acquisition under process | Total Markets.                       |
|-------|---------------------|------------------|---|---|--------------------------------|--------------------------------------|
| 01    | Terminal markets    | Narwal           |   | Jablipora                                       |                                | 05                                   |
|       |                     | Parimpora        |   | Aglar Shopian                                   |                                |                                      |
|       |                     | Sopore           |   |   |                                |                                      |
| 02    | Satellite Markets   | Shopian          |   |   |                                | 23<br><br>Krimshore Newly Proposed   |
|       |                     | Pulwama          | Kupwara                                   | Leh   | Sunderbani                     |                                      |
|       |                     | Kulgam           | Kathua                                    | Baramulla                                       | Krimshore (Budgam)             |                                      |
|       |                     | Charar-i-sharief | Rajouri                                   | Paryote Doda                                    |                                |                                      |
|       |                     | Handwara         | Akhnoor                                   | Poonch  |                                |                                      |
|       |                     | Batingoo         |   | Bishnah   |                                |                                      |
|       |                     | Zazna Ganderbal  |   | Kargil  |                                |                                      |
|       |                     | Udhampur         |   | Batote  |                                |                                      |
|       |                     | Pachhar Pulwama  |   | Agalr Shopian                                   |                                |                                      |
| 03    | APNI Mandies        |                  | Mandi Poonch                              | Tapyal  |                                | 9<br>Bani (kathua)<br>Newly Proposed |
|       |                     |                  | Mari Reasi                                | Dayala Chak (Chadwal)                           |                                |                                      |
|       |                     |                  |   | Pouria Reasi                                    | Chenaini (Kud)                 |                                      |
|       |                     |                  |   | Garian Udhampur                                 |                                |                                      |
|       |                     |                  |   | Khansahab Budgam                                |                                |                                      |
|       |                     |                  |   | Noomai Kulgam                                   |                                |                                      |
|       |                     |                  |   | Bani (kathua)                                   |                                |                                      |
| Total |                     | 12               | 6   | 16  | 03                             | 37                                   |

# Status of CSS RKVY

(Rs. in lacs)

| Year    | Outlay | Fund Received | Funds Revalidated of previous year | Total availability | Expenditure (Ending March. 2017) |
|---------|--------|---------------|------------------------------------|--------------------|----------------------------------|
| 2016-17 | 72.00  | 38.63         |                                    | 38.63              | 37.89                            |
| 2017-18 | 38.99  | ---           | ----                               | ---                | ---                              |

## Mission for integrated Development of Horticulture (MIDH) (CSS)

| Year   | Outlay | Fund Received | Expenditure (Ending Oct. 2015) |
|--|--------|---------------|--------------------------------|
| 2016-17  | 200.00 | 0.00          | 0.00                           |
| 2017-18  | 100.00 | 0.00          | 0.00                           |
| <b>The funds earmarked under establishment of Retail outlets, the department has called applications from the beneficiaries who are interested to establish retail outlets (environmentally controlled) along highways and the funds earmarked for the purpose will be utilized in full.</b> |        |               |                                |

**Status under Prime Minister's Special Package (PMDP) up to ending 31-03-2017 (Rs in lacs)**

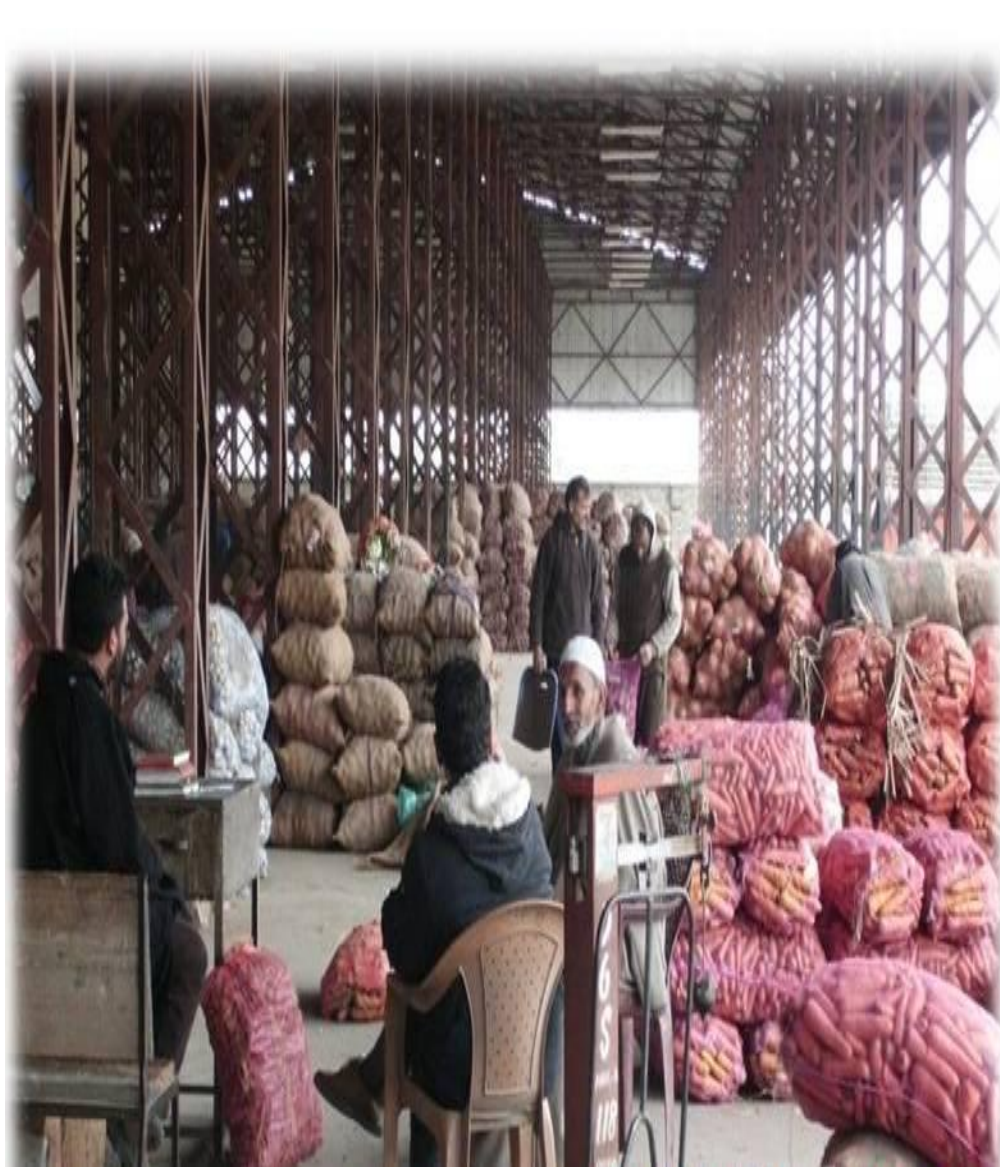
| S. No. | Name of Project/work   | Sharing Pattern | Allocation 2016-17 |             |         | Revised allocation 2016-17 |             |         | Expenditure ending 31-03-2017 |             |                          |         | Remarks   |
|--------|--|-----------------|--------------------|-------------|---------|----------------------------|-------------|---------|-------------------------------|-------------|--------------------------|---------|---|
|        |  |                 | Central Share      | State Share | Total   | Central Share              | State Share | Total   | Central Share                 | State Share | Ancillary Infrastructure | Total   |   |
| 1      | 2  | 3               | 4                  | 5           | 7       |                            |             |         | 8                             | 9           | 10                       | 11      |   |
| 1      | Wholesale Markets (Aglar Shopian)                                      | 90:10:00        | 450.00             | 50.00       | 500.00  | 250.00                     | 50.00       | 300.00  | 242.10                        | 50.00       | 0.00                     | 292.10  | 2 No. Auction phar taken up (through SICOP) and providing and laying of stone selling of Grade-I in the Mandi. Work in progress.<br>An amount of Rs 7.90 lacs remained un-spent.    |
| 2-3    | Restoration of Damaged Market Infrastructure (Parimpore & Sopore)      | 90:10:00        | 900.00             | 100.00      | 1000.00 | 700.00                     | 100.00      | 800.00  | 700.00                        | 100.00      | 0.00                     | 800.00  | (RS. 900.00 lacs were sanctioned for advance drawal vide Govt. Order No. 42-Horti of 2017 dated 25.03.2017 and was accordingly parked in the civil deposit of the Sectt; Treasury ) |
|        | Total(PMDP):   |                 | 1350.00            | 150.00      | 1500.00 | 950.00                     | 150.00      | 1100.00 | 942.10                        | 150.00      | 0.00                     | 1092.10 |   |
| 1      | PM DP under the Scheme permanent restoration of damaged infrastructure | 100:00:00       | 575.16             | 0.00        | 575.16  | 575.16                     | 0.00        | 575.16  | 235.77                        | 0.00        | 0.00                     | 235.77  | Rs. 339.39 lacs remained unspent and are proposed for revalidation  |
|        | Total (Flood Restoration under PMDP):-                                 |                 | 575.16             | 0.00        | 575.16  | 0.00                       | 0.00        | 0.00    | 235.77                        | 0.00        | 0.00                     | 235.77  |   |



# Fruit & Vegetable Market Parimpora



# Fruit & Vegetable Market Parimpora





# Fruit & Vegetable Market Sopore





# **Fruit & Vegetable Mandi: - Narwal Jammu**





# **Fruit & Vegetable Mandi: - Narwal Jammu**





# **Fruit & Vegetable Mandi: - Boitango** **Anantnag**





# **Fruit & Vegetable Mandi: - Boitango** **Anantnag**



## **Fruit & Vegetable Mandi: - Pacchar Pulwama**





# **Fruit & Vegetable Mandi: - Pacchar Pulwama**



# **Fruit & Vegetable Mandi: - Prichoo Pulwama**



# **Fruit & Vegetable Mandi: - Prichoo Pulwama**





# **Fruit & Vegetable Mandi: - Shopian Arihama**



# **Fruit & Vegetable Mandi: - Shopian Arihama**





# **Fruit & Vegetable Mandi: - Aglar Shopian** **(Under Construction)**





# **Fruit & Vegetable Mandi: - Aglar Shopian** **(Under Construction)**



# **Fruit & Vegetable Mandi: - Jablipora Anantnag** **(Under Construction)**





# **Fruit & Vegetable Mandi: - Jablipora Anantnag** **(Under Construction)**



# **Narwal Mandi: - Entrance Gate**





# Kissan Ghar:- Jammu



# Kissan Ghar:- Jammu





# **Narwal Mandi: - Kissan Ghar** **(Under Construction)**



# Kissan Ghar:- Delhi





# **Kissan Ghar:- Delhi** **(Under Construction)**



# **Kissan Ghar:- Kolkatta (Under Construction)**





# Cold Storage:- Kolkatta (Under Construction)



# Outlets on the Eve of Maha-Shivratri





# Outlets on the Eve of Maha-Shivratri



THANK YOU

