



GOVERNMENT OF JAMMU AND KASHMIR
DIRECTORATE OF HORTICULTURE PLANNING & MARKETING
NARWAL JAMMU

Subject: Direct Marketing of Agriculture / Horticulture Produce.
Ref.: Government Order No. 35-JK (Horti) of 2020 dated 30.04.2020
– Guidelines / SOP thereof.

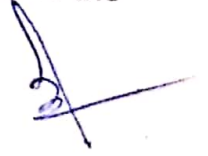
Pursuant to the above referred Government Order regarding extending the benefits to the farmers by eliminating intermediary brokers, buyers, distributors and to decongest the F&V Mandies across Jammu & Kashmir besides facilitating the timely marketing of agricultural / horticultural produce amid existing COVID-19 restrictions; Direct Marketing of Agriculture/Horticulture yield has been allowed by the Government subject to the following conditions:-

1. Collection/aggregation centre in the proximity of the production areas may be set up by a person after getting registered by Market Administrative Committees of respective jurisdiction created vide Govt. Order No. 27-JK (Horti) of 2020 dated 03.03.2020.

In this regard the respective Market Administrative Committees are directed to register the person(s) for Direct Marketing with the Single Window System on a simple prescribed application format (Annexure-A) attached with self attested photocopies of Kissan Credit Card, Soil Health Card and Aadhaar Card. The Market Administrative Committees shall issue the Registration Certificate on the prescribed format (Annexure-B) with following terms & conditions:

- i. *The Registration Certificate holder shall comply with the provisions of the Guidelines / SOP issued by Director Horticulture Planning & Marketing, J&K Government, Jammu or any other decision taken in this regard.*
- ii. *He shall produce for inspection his Registration Certificate, on demand, to the Director or any other officer authorised by him in this behalf or the Member-Secretary of the Market Administrative Committee against a receipt to be given to the Registration Certificate holder in this connection.*
- iii. *He shall conduct his business honestly and properly according to principles of fair dealing.*
- iv. *He shall display his Registration Certificate at a conspicuous place at his business premises/place/Collection Centre.*

- v. *He shall keep his business premises clean and in a suitable condition for storage of agricultural produce.*
 - vi. *He shall abide by the Advisory /Guidelines issued by the Authorities with regard to COVID-19.*
 - vii. *He shall not indulge in activities and practices which are detrimental to the interest of the trade and proper functioning of the Direct Marketing practices.*
 - viii. *He shall be responsible for the safe custody and protection of agricultural produce brought to the Collection Centre for sale or storage.*
 - ix. *He shall not be withholding of any essential commodity ordinarily kept for sale and any complaint / report in this regard shall make him liable for action under ESSENTIAL COMMODITIES ACT – 1955 as the same is prohibited under the said Act.*
 - x. *He shall not form a pool or combination with other buyers for eliminating competition and shall not make or abet an attempt to do so in order to deprive the seller of a fair price of his produce.*
 - xi. *He shall, on the expiry or soon after termination/expiry of the Registration Certificate, surrender the same to the Market Administrative Committee.*
 - xii. *He shall, when desired by the Committee or any officer authorised by it furnish correct information on the matters pertaining to his business relating to sales, purchase, storage, processing and transfer of agricultural / horticultural produce. The Registration Certificate holder shall be liable for concealing/misrepresentation of any information in this regard.*
2. Direct Wholesale purchase can also be carried out outside the Principal Market Yard, Sub-Market Yard, Market Sub-Yard and Private Market Yard. Market Administrative Committees may declare the place of such purchase as Collection Centre for Direct Marketing without establishment of any permanent structures etc.
 3. Each Market Administrative Committees shall maintain the records and all accounts relating to daily trade transactions and shall submit weekly report to this Directorate as per format (Annexure-C) for further submission to the Administrative Department.
 4. The Market Administrative Committees have been authorized by virtue of above Government Order, "to seek any type of additional information from the



registered Direct Marketing farmers, and can also inspect and issue direction relating to functioning of such wholesale purchase/sale and the activities incidental thereto."

5. After discussing the issue with the head of the Market Administrative Committee it has been decided that the norms followed by the Department shall be as envisaged in Essential Commodity Act 1955 Act No. 10 of 1955 dated 01.04.1955 enacted by Parliament to discourage the hoarding in respect of Agriculture/Horticulture Commodities, as the same is prohibited under the said Act. The registered person(s) shall be liable for action under rules in case of any violation is noticed/reported on this account.

All the Market Administrative Committees of the Union Territory of Jammu & Kashmir shall implement the above referred Government Order and the set of instructions/SOP as mentioned here above in letter and spirit to encourage the direct marketing practices of Agricultural/ Horticultural Produce during COVID-19 restrictions enabling the farmer to sell their produce on remunerative prices till further orders.

Encl: as above,


Imam Din (KAS) 24/05/2020
DIRECTOR
Horticulture Planning & Marketing

No: DHPM/MAC/DM/2020-21/159-71

Date : 04.05.2020

Copy to:

1. Joint Secretary (JK), Ministry of Home Affairs, Government of India, New Delhi.
2. Joint Secretary (JK), Ministry of Agricultural & farmer's Welfare, Government of India, New Delhi.
3. The Principle Secretary to the Govt., Horticulture Department, Civil Secretariat Jammu for information please.
4. Divisional Commissioner, Jammu/Kashmir.
5. Secretary to the Govt., General Administrative Department, J&K.
6. Secretary to the Govt., FCSCA Department.
7. All Deputy Commissioners.
8. Director Archives, Archaeology and Museums, J&K, Jammu.
9. Director Horticulture, Jammu / Kashmir.
10. Additional Secretary to Chief Secretary, J&K.
11. Pvt. Secretary to Hon'ble LG, J&K.
12. The Dy. Director Horticulture Planning & Marketing / Head of Market Administrative Committee Jammu-Division for information & n/action.
13. The Dy. Director Horticulture Planning & Marketing, / Head of Market Administrative Committee Kashmir-Division for information & n/action.



(ANNEXURE - A)
OFFICE OF THE MARKET ADMINISTRATIVE COMMITTEE
FRUIT & VEGETABLE MARKET _____

APPLICATION FORM FOR REGISTRATION CERTIFICATE
UNDER DIRECT MARKETING

To
The Member-Secretary,
Market Administrative Committee

Sir,

The particulars of my business are given below:

1. Name of the applicant with full address _____
2. Address of business for which Registration Certificate is sought for:
Place: _____ P.O. _____ P.S. _____
Tehsil: _____ District: _____ PIN _____
3. If the applicant is a firm, give the name of all persons constituting the firm complete address:

| S. no. | Name | Father's Name | Full address | Post | Mob.No. |
|--------|------|---------------|--------------|------|---------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| 1. | | | | | |
| 2. | | | | | |
| 3. | | | | | |
| 4. | | | | | |
| 5. | | | | | |

4. Name and style under which the applicant with work: M/s _____
5. Has the applicant or any partners been convicted of any offences relating to his business in the past two years? If so, nature of offence and the punishment awarded

It is certified that the facts set out in the application are true to the best of my knowledge. I undertake to abide by Guidelines / SOP issued by Director Horticulture Planning & Marketing, J&K Government, Jammu vide No. _____ dated _____ or any other decision taken in this regard and conditions of the Registration Certificate made there under; I shall be responsible for all acts of myself and my employees. It is therefore requested that a Registration Certificate may kindly be granted to me for establishment of Collection Centre for Direct Marketing.

Signature of the applicant



(ANNEXURE-B)
OFFICE OF THE MARKET ADMINISTRATIVE COMMITTEE
FRUIT & VEGETABLE MARKET _____

REGISTRATION CERTIFICATE UNDER DIRECT MARKETING

Collection Centre Registration Certificate No.

This Registration Certificate is granted to M/s.....
subject to conditions prescribed hereunder.

1. Place of business for which Registration Certificate is granted.....
2. Name of the Managing Proprietor or Manager (if any) of the Firm with parentage
3. Date from which the Registration Certificate takes effect.....
4. Date on which the Registration Certificate expires.....

Place:
Date:

Member-Secretary
Market Administrative Committee
Fruit & Vegetable Market _____

Conditions of Registration Certificate

1. The Registration Certificate holder shall comply with the provisions of the Guidelines / SOP issued by Director Horticulture Planning & Marketing, J&K Government, Jammu vide No. _____ dated _____ or any other decision taken in this regard.
2. He shall produce for inspection his Registration Certificate, on demand, to the Director or any other officer authorised by him in this behalf or the Member-Secretary of the Market Administrative Committee against a receipt to be given to the Registration Certificate holder in this connection.
3. He shall conduct his business honestly and properly according to principles of fair dealing.
4. He shall display his Registration Certificate at a conspicuous place at his business premises/place/Collection Centre.
5. He shall keep his business premises clean and in a suitable condition for storage of agricultural produce.
6. He shall abide by the Advisory /Guidelines issued by the Authorities with regard to COVID-19.
7. He shall not indulge in activities and practices which are detrimental to the interest of the trade and proper functioning of the Direct Marketing practices.
8. He shall be responsible for the safe custody and protection of agricultural produce brought to the Collection Centre for sale or storage.
9. He shall not be withholding of any essential commodity ordinarily kept for sale and any complain / reports in this regard shall make him liable for action under ESSENTIAL COMMODITIES ACT – 1955 as the same is prohibited & offence under the said Act.
10. He shall not form a pool or combination with other buyers for eliminating competition and shall not make or abet an attempt to do so in order to deprive the seller of a fair price of his produce.
11. He shall, on the expiry or soon after termination/expiry of the Registration Certificate, surrender the same to the Market Administrative Committee.
12. He shall, when desired by the Committee or any officer authorised by it furnish correct information on the matters pertaining to his business relating to sales, purchase, storage, processing and transfer of agricultural / horticultural produce. The Registration Certificate holder shall be liable for concealing/misrepresentation of any information in this regard.



(ANNEXURE - C)
OFFICE OF THE MARKET ADMINISTRATIVE COMMITTEE
FRUIT & VEGETABLE MARKET _____

WEEKLY REPORT UNDER DIRECT MARKETING

| S.No. | Collection Centre | Name of Registration Certificate holder | Trade details | | | | | Contact details (Mob. No.) |
|-------|-------------------|---|----------------------|--------------|-----------|----------|---------------------------|----------------------------|
| | | | Commodities traded | Qty. (Qtls.) | Avg. Rate | Turnover | Name of Farmer / supplier | |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| | | | 1. 2. 3. 4. | | | | | |

Place:
Date:

Member-Secretary
Market Administrative Committee
Fruit & Vegetable Market _____