



Government of Jammu and Kashmir  
Directorate of Horticulture  
Planning and Marketing  
Narwal Jammu

**DEPARTMENTAL ACTIVITIES  
AND  
MARKET RATES**

**DAILY BULLETIN**

22-02-2021



**DIRECTOR  
HORTICULTURE (P&M)**

# AGMO AKHNOOR

Online uploading PMFME scheme cases.



# AMO BISHNAH

Online submission of one more application form of PMFME scheme



# AGMO BATOTE

Meeting with growers and traders  
Association regarding allotment of shopsites





# AMO BANDIPORE



**MEETING GROWERS ,  
REGARDING DEPARTMENTAL  
ACTIVITIES,  
BUSY WITH PLANTATION**

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**MEETING WITH  
M/S MR POULTRY  
REGARDING  
PMFE ODOP**

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**MOTIVATION  
REGARDING  
PMFE ODOP**

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# AMO BUDGAM

Meeting with District Commissioner  
Budgam





# 2 Office Meeting



# AMO BARAMULLA

1. Interactive meetings with Dry fruit growers of Uri for Walnut processing unit



2 Bomia office meeting growers regarding departmental activities.





### 3 Guidance to Fruit growers from Kunzer Tangmarg for establishing apple processing units.



## AMO KULGAM

Interaction with Traders, growers & enterprenures for formation of FPOs.



## 2 Meeting at DDC office regarding preparations for the Maha- Shivaratri festival.





# AMO DODA

Interaction with the Olive beneficiary / awareness about the departmental Schemes.





# AMO GANDERBAL

Interaction of formation of FPO Batwina.



# AMO KUPWARA



2. AGMO Pattan interacted with fruit growers about ODOP and top to total operation green





# AGMO KUTHUA

Visit to Pvt. Fruit & vegetable mandi Dayalachak (kathua) & interacted with the traders.





# AMO PULWAMA

1. Inspecting fencing /plinth of Prichoo F& V market



2. Discussing strategy for conduction of awareness camp



# AGMO REASI

Interaction regarding marketing of strawberry in the upcoming season.





# AMO SAMBA

DLC meeting at Samba for screening of PMFME ODOP cases in the district.





# AMO SHOPIAN

VISIT TO MEGA FRUIT MANDI AGLAR SHOPIAN TO SEE THE ARRANGEMENTS FOR UPCOMING FRUIT SEASON.



# AMO SOPORE

Discussions about the shopsite allotments with traders at sopore





# Fruit & Vegetable Market Parimpora Srinagar



## AGRICULTURAL MARKETING INFORMATION SYSTEM (AGMARKNET) A STEP TO GLOBLIZE INDIAN AGRICULTURE

A PROJECT OF DIRECTORATE OF MARKETING AND INSPECTION, DEPARTMENT OF AGRICULTURE  
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Commodity	Quantity	Unit	Variety	Grade	Min Price.	Mod Price.	Max Price.	Unit
Banana	45	Tonne	Other	Medium	2900	3050	3200	Rs./Quintal
Bottle gourd	9	Tonne	Other	FAQ	1800	1900	2000	Rs./Quintal
Brinjal	5	Tonne	Other	FAQ	1800	1900	2000	Rs./Quintal
Cabbage	9	Tonne	Other	FAQ	700	800	900	Rs./Quintal
Capsicum	5	Tonne	Other	FAQ	2700	2850	3000	Rs./Quintal
Carrot	18	Tonne	Other	FAQ	1400	1500	1600	Rs./Quintal
Cauliflower	9	Tonne	Other	FAQ	1000	1100	1200	Rs./Quintal
Cucumbar (Kheera)	5	Tonne	Other	FAQ	2700	2850	3000	Rs./Quintal
Field Pea	6	Tonne	Other	FAQ	3500	3600	3700	Rs./Quintal
French Beans (Frasbean)	18	Tonne	Other	FAQ	3500	3650	3800	Rs./Quintal
Garlic	5	Tonne	Other	FAQ	7500	8000	8500	Rs./Quintal
Grapes	45	Tonne	Green	Medium	6500	7000	7500	Rs./Quintal
			Other	Medium	9000	9250	9500	Rs./Quintal
Green Chill	6	Tonne	Other	FAQ	6000	6500	7000	Rs./Quintal
Kinnow	54	Tonne	Other	Medium	2600	2700	2800	Rs./Quintal
Knool Khol	18	Tonne	Other	FAQ	1000	1100	1200	Rs./Quintal
Lemon	5	Tonne	Other	FAQ	7000	7250	7500	Rs./Quintal
Onion	45	Tonne	Other	FAQ	4500	4650	4800	Rs./Quintal
Orange	72	Tonne	Other	Large	6000	6600	7200	Rs./Quintal
			Other	Medium	5600	6000	6400	Rs./Quintal
			Other	Small	4800	5000	5200	Rs./Quintal
Pineapple	5	Tonne	Other	Large	4000	4250	4500	Rs./Quintal
			Other	Medium	5000	5250	5500	Rs./Quintal
Pomegranate	36	Tonne	Other	Medium	1100	1250	1400	Rs./Quintal
Potato	36	Tonne	Other	FAQ	800	1100	1400	Rs./Quintal
Spinach	5	Tonne	Other	FAQ	2000	2250	2500	Rs./Quintal
Tomato	27	Tonne	Other	FAQ	2400	2500	2600	Rs./Quintal
Turnip	5	Tonne	Other	FAQ	800	900	1000	Rs./Quintal

Executing Agency:  
National Informatics Center, Ministry of Communication and  
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# Fruit & Vegetable Market Narwal, Jammu



## AGRICULTURAL MARKETING INFORMATION SYSTEM (AGMARKNET)

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Commodity	Quantity	Unit	Variety	Grade	Min Price.	Mod Price.	Max Price.	Unit
Apple	36	Tonne	Delicious	Large	4000	7500	8000	Rs./Quintal
Banana	135	Tonne	Other	Large	2300	2900	3000	Rs./Quintal
Bhindi(Ladies Finger)	47	Tonne	Other	FAQ	4500	4750	5000	Rs./Quintal
Brinjal	54	Tonne	Other	FAQ	1000	1250	1500	Rs./Quintal
Cabbage	120	Tonne	Other	FAQ	400	450	480	Rs./Quintal
Capicum	46	Tonne	Other	FAQ	3000	3100	3200	Rs./Quintal
Carrot	58	Tonne	Other	FAQ	1000	1100	1200	Rs./Quintal
Cauliflower	140	Tonne	Other	FAQ	500	550	600	Rs./Quintal
Cucumber (Kheera)	50	Tonne	Other	FAQ	2000	2250	2500	Rs./Quintal
Garlic	38	Tonne	Other	FAQ	7000	8500	10000	Rs./Quintal
Ginger(Green)	35	Tonne	Other	FAQ	2400	2400	2500	Rs./Quintal
Green Chilli	39	Tonne	Other	FAQ	3000	3250	3500	Rs./Quintal
Guava	36	Tonne	Other	Large	3000	3500	4000	Rs./Quintal
Indian Beans (Seam)	57	Tonne	Other	FAQ	2800	3150	3500	Rs./Quintal
Kinnow	135	Tonne	Kinnow	Large	2300	2800	3000	Rs./Quintal
Kneel Khol	130	Tonne	Other	FAQ	400	450	500	Rs./Quintal
Lemon	40	Tonne	Other	FAQ	6000	6250	6500	Rs./Quintal
Lotus Sticks	19	Tonne	Lotus Sticks	FAQ	4000	5000	6000	Rs./Quintal
Mushrooms	18	Tonne	Other	FAQ	5000	5500	10000	Rs./Quintal
Mousambi(Sweet Lime)	9	Tonne	Other	Large	4000	5000	6000	Rs./Quintal
Onion	168	Tonne	Other	FAQ	3800	3850	4100	Rs./Quintal
Orange	27	Tonne	Nagpur	Large	5000	6000	7000	Rs./Quintal
Papaya	36	Tonne	Other	Large	2000	2250	2500	Rs./Quintal
Peas Wet	65	Tonne	Other	FAQ	2000	2250	2500	Rs./Quintal
Pineapple	9	Tonne	Pine Apple	Large	3000	3500	4000	Rs./Quintal
Pomegranate	36	Tonne	Other	Large	6000	8000	10000	Rs./Quintal
Potato	302	Tonne	Local	FAQ	750	770	800	Rs./Quintal
Pumpkin	48	Tonne	Other	FAQ	1800	1900	2000	Rs./Quintal
Raddish	140	Tonne	Other	FAQ	600	650	700	Rs./Quintal
Round gourd	39	Tonne	Other	FAQ	1700	1850	2000	Rs./Quintal
Spinach	56	Tonne	Other	FAQ	800	950	1000	Rs./Quintal
Tender Coconut	36	Tonne	Other	Large	3000	3250	3500	Rs./Quintal
Tomato	145	Tonne	Other	FAQ	2800	3800	7700	Rs./Quintal
Turnip	38	Tonne	Turnip	FAQ	550	550	600	Rs./Quintal
Water Melon	15	Tonne	Other	Large	2000	2250	2500	Rs./Quintal

Executing Agency:

National Informatics Center, Ministry of Communication and Information Technology, Government of India



# Fruit & Vegetable Market Batingoo, Anantnag



Logged as: [Aashiquraz \(Anantnag\)](#)

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Commodity	Quantity	Unit	Variety	Grade	Min Price.	Mod Price.	Max Price.	Unit
Banana	1.6	Tonne	Other	Large	4500	5000	5500	Rs./Quintal
Cabbage	0.9	Tonne	Other	FAQ	900	1000	1100	Rs./Quintal
Capicum	0.7	Tonne	Other	FAQ	2200	2400	2600	Rs./Quintal
Carrot	1.2	Tonne	Other	FAQ	1800	2000	2200	Rs./Quintal
Cauliflower	0.9	Tonne	Other	FAQ	2000	2100	2200	Rs./Quintal
French Beans (Frasbean)	0.8	Tonne	French Beans (Frasbean)	FAQ	2200	2400	2600	Rs./Quintal
Grapes	1.1	Tonne	Green	Large	5000	5500	6000	Rs./Quintal
Onion	2.2	Tonne	Other	FAQ	2500	2800	3100	Rs./Quintal
Orange	2.2	Tonne	Other	Large	5200	5500	6000	Rs./Quintal
Orange	1.9	Tonne	Other	Large	2000	2200	2400	Rs./Quintal
Peas Wet	1.4	Tonne	Peas Wet	FAQ	5500	6000	6500	Rs./Quintal
Pomegranate	1.2	Tonne	Other	Large	5500	6000	6500	Rs./Quintal
Potato	1.2	Tonne	Local	FAQ	2400	2600	2800	Rs./Quintal
Potato	2.3	Tonne	Other	FAQ	1100	1200	1300	Rs./Quintal
Raddish	0.8	Tonne	Other	FAQ	2000	2300	2500	Rs./Quintal
Tomato	2.6	Tonne	Other	FAQ	2000	2300	2500	Rs./Quintal

Resulting Agency  
Marketing Committee, Ministry of Commerce and Industry

# Fruit & Vegetable Market Kulgam



4G LTE

11:25 AM

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Commodity	Quantity	Unit	Variety	Grade	Min Price.	Mod Price.	Max Price.	Unit
Banana	20	Tonne	Banana - Ripe	Large	2820	2880	2940	Rs./Quintal
Field Pea	0.3	Tonne	Field Pea	FAQ	2750	2800	2850	Rs./Quintal
French Beans (Frasbean)	0.5	Tonne	French Beans (Frasbean)	FAQ	3770	3800	3850	Rs./Quintal
Knool Khol	0.5	Tonne	Knool Khol	FAQ	1180	1200	1220	Rs./Quintal



# Fruit & Vegetable Market Batote

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Commodity	Quantity	Unit	Variety	Grade	Min Price.	Mod Price.	Max Price.	Unit
Apple	0.5	Tonne	Other	Medium	8000	9000	10000	Rs./Quintal
Banana	1.8	Tonne	Other	Medium	2800	2900	3000	Rs./Quintal
Bottle gourd	1	Tonne	Other	FAQ	1300	1400	1500	Rs./Quintal
Brinjal	1.2	Tonne	Other	FAQ	1400	1500	1600	Rs./Quintal
Cabbage	2	Tonne	Other	FAQ	900	1000	1100	Rs./Quintal
Capsicum	0.5	Tonne	Capsicum	FAQ	2600	2800	3000	Rs./Quintal
Carrot	1.5	Tonne	Carrot	FAQ	1600	1700	1800	Rs./Quintal
Cucumber (Kheera)	0.8	Tonne	Other	FAQ	2300	2400	2500	Rs./Quintal
Grapes	0.4	Tonne	Other	Medium	6500	7000	7500	Rs./Quintal
Green Chilli	0.6	Tonne	Green Chilly	FAQ	3600	3800	4000	Rs./Quintal
Guava	1.5	Tonne	Other	Medium	4000	4200	4400	Rs./Quintal
Indian Beans (Seam)	1.5	Tonne	Indian Beans (Seam)	FAQ	3500	3600	3700	Rs./Quintal
Kinnow	1.6	Tonne	Kinnow	Medium	2600	2800	3000	Rs./Quintal
Knool Khol	2	Tonne	Other	FAQ	1000	1100	1200	Rs./Quintal
Lemon	0.4	Tonne	Lemon	FAQ	5500	5750	6000	Rs./Quintal
Onion	2.5	Tonne	Other	FAQ	3500	3750	4000	Rs./Quintal
Papaya	1.2	Tonne	Other	Medium	3400	3500	3600	Rs./Quintal
Peas Wet	2	Tonne	Other	FAQ	2200	2300	2400	Rs./Quintal
Pomegranate	1.2	Tonne	Other	Medium	8000	9000	10000	Rs./Quintal
Potato	2	Tonne	Other	FAQ	1200	1300	1400	Rs./Quintal
Raddish	1.5	Tonne	Other	FAQ	700	800	900	Rs./Quintal
Tomato	1.5	Tonne	Other	FAQ	2200	2300	2400	Rs./Quintal
Turnip	1	Tonne	Other	FAQ	800	900	1000	Rs./Quintal

Executing Agency:

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# Fruit & Vegetable Market Rajouri



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Commodity	Quantity	Unit	Variety	Grade	Min Price.	Mod Price.	Max Price.	Unit
Banana	1.8	Tonne	Other	Medium	2800	3000	3200	Rs./Quintal
Brinjal	1.2	Tonne	Other	FAQ	1500	1750	2000	Rs./Quintal
Cabbage	2	Tonne	Other	FAQ	1000	1100	1200	Rs./Quintal
Capicum	0.8	Tonne	Other	FAQ	3500	3750	4000	Rs./Quintal
Carrot	1	Tonne	Other	FAQ	1300	1400	1500	Rs./Quintal
Cauliflower	2.3	Tonne	Other	FAQ	1100	1200	1300	Rs./Quintal
Cucumber (Kheera)	0.8	Tonne	Other	FAQ	2000	2250	2500	Rs./Quintal
French Beans (Frasbean)	0.7	Tonne	Other	FAQ	4000	4250	4500	Rs./Quintal
Guava	0.5	Tonne	Other	Medium	4000	4500	5000	Rs./Quintal
Kinnow	2.8	Tonne	Other	Medium	1600	1800	2000	Rs./Quintal
Knool Khol	1.4	Tonne	Other	FAQ	900	1000	1100	Rs./Quintal
Onion	1.7	Tonne	Other	FAQ	4300	4400	4500	Rs./Quintal
Papaya	0.5	Tonne	Other	Medium	2500	2750	3000	Rs./Quintal
Peas Wet	1.9	Tonne	Other	FAQ	1500	1750	2000	Rs./Quintal
Potato	1.8	Tonne	Other	FAQ	900	1000	1100	Rs./Quintal
Raddish	1.4	Tonne	Other	FAQ	800	900	1000	Rs./Quintal
Tomato	1.8	Tonne	Other	FAQ	2200	2400	2600	Rs./Quintal

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# Fruit & Vegetable Market Reasi



## AGRICULTURAL MARKETING INFORMATION SYSTEM (AGMARKNET)

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Commodity	Quantity	Unit	Variety	Grade	Min Price.	Mod Price.	Max Price.	Unit
Banana	1.4	Tonne	Banana - Ripe	Medium	2800	3000	3200	Rs./Quintal
Brinjal	1.2	Tonne	Round/Long	FAQ	1200	1400	1700	Rs./Quintal
Cabbage	1.2	Tonne	Other	FAQ	800	1000	1200	Rs./Quintal
Capsicum	0.5	Tonne	Other	FAQ	2000	2500	2800	Rs./Quintal
Carrot	0.8	Tonne	Other	FAQ	1400	1600	1800	Rs./Quintal
Cauliflower	2.6	Tonne	Other	FAQ	800	1000	1200	Rs./Quintal
Guava	0.6	Tonne	Guava Alahabad	Medium	3800	4200	4600	Rs./Quintal
Indian Beans (Seam)	0.8	Tonne	Other	FAQ	3800	4200	4500	Rs./Quintal
Kinnow	1.3	Tonne	Other	Medium	1800	2000	2200	Rs./Quintal
Knool Khol	1	Tonne	Other	FAQ	1500	1600	1800	Rs./Quintal
Mousambi(Sweet Lime)	10	Tonne	Mousambi	Medium	4500	4800	5500	Rs./Quintal
Onion	1.2	Tonne	Other	FAQ	3500	3800	4000	Rs./Quintal
Papaya	0.6	Tonne	Other	Medium	2500	2800	3000	Rs./Quintal
Peas Wet	1.6	Tonne	Other	FAQ	1700	1800	2200	Rs./Quintal
Pomegranate	0.4	Tonne	Other	Medium	8000	8500	9000	Rs./Quintal
Potato	2	Tonne	Other	FAQ	1000	1200	1400	Rs./Quintal
Raddish	1	Tonne	Other	FAQ	1000	1200	1300	Rs./Quintal
Tomato	1.5	Tonne	Other	FAQ	2000	2400	2700	Rs./Quintal

Executing Agency:  
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# Fruit & Vegetable Market Kathua



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Commodity	Quantity	Unit	Variety	Grade	Min Price.	Mod Price.	Max Price.	Unit
Apple	0.7	Tonne	Delicious	Medium	9000	9500	10000	Rs./Quintal
Banana	5.3	Tonne	Other	Medium	2800	2900	3000	Rs./Quintal
Brinjal	1.8	Tonne	Other	FAQ	1000	1100	1200	Rs./Quintal
Cabbage	3.2	Tonne	Other	FAQ	600	650	700	Rs./Quintal
Capsicum	2.4	Tonne	Other	FAQ	2600	2800	3000	Rs./Quintal
Carrot	3.5	Tonne	Other	FAQ	1000	1150	1300	Rs./Quintal
Cauliflower	4.3	Tonne	Other	FAQ	700	750	800	Rs./Quintal
Cucumber (Kheera)	1.5	Tonne	Other	FAQ	1800	2000	2200	Rs./Quintal
Ginger(Green)	0.6	Tonne	Green Ginger	FAQ	3000	3250	3500	Rs./Quintal
Grapes	0.2	Tonne	Other	Medium	6000	6500	7000	Rs./Quintal
Green Chilli	0.5	Tonne	Other	FAQ	4000	4250	4500	Rs./Quintal
Guava	0.1	Tonne	Other	Medium	3000	3250	3500	Rs./Quintal
Indian Beans (Seam)	2.1	Tonne	Other	FAQ	2200	2350	2500	Rs./Quintal
Kinnow	3.7	Tonne	Kinnow	Medium	1500	2000	2500	Rs./Quintal
Knool Khol	3.1	Tonne	Other	FAQ	600	700	800	Rs./Quintal
Lemon	0.6	Tonne	Other	FAQ	5000	5500	6000	Rs./Quintal
Little gourd (Kundru)	2.3	Tonne	Little gourd (Kundru)	FAQ	1600	1800	2000	Rs./Quintal
Onion	4.6	Tonne	Other	FAQ	3400	3600	3800	Rs./Quintal
Orange	1.2	Tonne	Other	Medium	4000	4250	4500	Rs./Quintal
Papaya	0.8	Tonne	Other	Medium	2000	2250	2500	Rs./Quintal
Peas Wet	3.2	Tonne	Other	FAQ	1700	1850	2000	Rs./Quintal
Pomegranate	1.7	Tonne	Other	Medium	8000	9000	10000	Rs./Quintal
Potato	4.7	Tonne	Other	FAQ	900	1000	1100	Rs./Quintal
Pumpkin	2.6	Tonne	Other	FAQ	1200	1300	1400	Rs./Quintal
Raddish	3.2	Tonne	Other	FAQ	500	600	700	Rs./Quintal
Spinach	2.3	Tonne	Spinach	FAQ	700	750	800	Rs./Quintal
Tomato	4.8	Tonne	Other	FAQ	2000	2250	2500	Rs./Quintal

Executing Agency:  
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# F & V Market Poonch (Apni Mand)



S.NO	Commodity / Item Rate	Retail Price Per Kg. (In Rs.)
1	Onion	40
2	Potato	12
3	Tomato	25
4	Beans	45
5	Brinjal	20
6	Cauliflower	13
7	Lemon	70
8	Cucumber.	25
9	Cabbage	12
10	Raddish	12
11	Spinach.	15
12	Capsicum	40
13	Carrot	20
14	Garlic	100
15	Ginger	60
16	Peas	25
17	Apple	40
18	Papaya	35
19	Orange	50/Dozen
20	Banana	30
21	Gauva	45

## F&V Market Tapyal Samba Apni Mandi)



S.NO	Commodity / Item Rate	Price Per Kg. (In Rs.)
1	Onion	40-50
2	Potato	10-15
3	Tomato	20-25
5	Cauliflower	20
7	Cabbage	20
8	Knol-khol	10
10	Raddish	10
11	Spinach	10
12	Mashroom	130-140
13	Capsicum	40-50
14	Carrot	20-25
15	Peas	20-30
16	Apple	80-90
17	Banana	35-40
19	Kinnow	30-40
20	Orange	40-50

## F&V Market Thandi Khui Samba (Apni Mandi)





<b>S.No</b>	<b>Name of the Commodity / Item Rate</b>	<b>Retail Price Per Kg. (In Rs.)</b>
<b>1</b>	<b>Onion</b>	<b>40-45</b>
<b>2</b>	<b>Potato</b>	<b>12-15</b>
<b>3</b>	<b>Tomato</b>	<b>25-30</b>
<b>5</b>	<b>Cauliflower</b>	<b>20-25</b>
<b>7</b>	<b>Cabbage</b>	<b>20-25</b>
<b>8</b>	<b>Knol-khol</b>	<b>15-20</b>
<b>10</b>	<b>Raddish</b>	<b>10</b>
<b>11</b>	<b>Spinach</b>	<b>20</b>
<b>12</b>	<b>Mashroom</b>	<b>130-140</b>
<b>13</b>	<b>Capsicum</b>	<b>40-50</b>
<b>14</b>	<b>Carrot</b>	<b>15-20</b>
<b>15</b>	<b>Peas</b>	<b>20-25</b>
<b>16</b>	<b>Apple</b>	<b>70-80</b>
<b>17</b>	<b>Banana</b>	<b>35-40</b>
<b>18</b>	<b>Orange</b>	<b>50-60</b>
<b>19</b>	<b>Kinnow</b>	<b>30-40</b>

# Fruit & Vegetable Market Bishnah



S.NO	Commodity / Item Rate	Price/ Kg. (Rs.)
1	Cauliflower	09
2	Knol-khol.	7
3	Raddish	6
4	Turnip	6
5	Carrots	12
6	Potato	09
7	Tomato	30
8	Cabbage	06
9	Spinach.	08
10	Ginger	35
11	Methi	20
12	Corriander	15



# AZADPUR MANDI N. DEHLI

Government of Jammu and Kashmir Deputy Directorate of Horticulture (Planning Marketing) New Kisan Ghar III-2 Shalimar Bagh Delhi-110088

## DAILY MARKET INTELLIGENCE REPORT DATED: 22-02-2021

S. No.	Market	Commodity	Variety	Unit of Pack	Average Wholesale Price in Rupees									Arrivals in Mts		Arrivals in Trucks		Freight per mt
					JK Super			JK Special			JK Fancy			Daily Arrivals	Cumulative arrivals till date	Daily Arrivals	Cumulative Arrivals	
					Min	Max	Avg.	Min	Max	Avg.	Min	Max	Avg.					
1	Delhi Azadpur Mandi	Apple	Delicious CS	10 KG	1050	1200	1125	-	-	-	-	-	-	820.90	202108.90	92	22468	321
			Delicious	F/C	1050	1400	1225	600	800	700	400	500	450					
			American	H/C	-	-	-	-	-	-	-	-	-					
2	Mumbai APMC Vashi	Apple	Delicious	F/C	1300	1500	1400	1000	1200	1100	-	-	-	17.60	21472.00	1	1220	801
			American	H/C	-	-	-	-	-	-	-	-	-					
3	Kolkata Machua Mandi	Apple	Delicious	F/C	-	-	-	-	-	-	-	-	-	NO ARRIVALS	14300.00	N.A	1625	
			Delicious	H/C	-	-	-	-	-	-	-	-						
			American	F/C	-	-	-	-	-	-	-	-						
			American	H/C	-	-	-	-	-	-	-	-						
4	Bangalore APMC Hoskur	Apple	Delicious	F/C	1250	1450	1350	1000	1200	1100	-	-	-	54.00	19242.00	3	1069	1700
			Maharaji	F/C	-	-	-	-	-	-	-	-						
			American	H/C	-	-	-	-	-	-	-	-						
Arrivals of 21.02.2021 also incorporated													892.50	257122.90	96	26382		

No: 15/Mktg./DDO/2020-21/2021

Dated: 22-02-2021

Submitted to the Director, Horticulture Planning & Marketing, J&K for Information.

*[Signature]*  
22-2-21  
Dy. Director  
Horticulture Planning & Marketing II

**(Ram Savak , KAS)**  
**Director**  
**Horticulture (P&M)**

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be recorded to ensure the integrity of the financial data. This includes not only sales and purchases but also expenses and income. The text suggests that a consistent and thorough record-keeping system is essential for identifying trends and making informed decisions.

Next, the document addresses the need for regular reconciliation. It explains that comparing the company's internal records with bank statements and other external sources helps to catch errors and discrepancies early on. This process is crucial for maintaining the accuracy of the books and preventing potential issues from escalating.

The document also highlights the significance of budgeting and forecasting. By setting a budget and regularly comparing actual performance against it, management can gain valuable insights into the company's financial health. Forecasting allows for proactive planning and the identification of potential risks and opportunities ahead of time.

Finally, the document stresses the importance of transparency and communication. It encourages open dialogue between all levels of the organization regarding financial matters. This includes providing clear reports to stakeholders and ensuring that everyone understands the company's financial goals and the progress towards achieving them.