

Union Territory of Jammu & Kashmir

Directorate of Horticulture Planning & Marketing Department

CITIZEN'S CHARTER

Official Address:



**Directorate of Horticulture P&M
Horticulture Complex
Opposite Presentation Convent School
Raj Bagh Srinagar
Phone / Fax: 0194-2311390; 0194-2311373;**

**Directorate of Horticulture P&M
Fruit & Vegetable Market
Narwal, Jammu**

Phone: 0191-2490290, 0191-2476473

e-mail: dirhpm@rediffmail.com

Website: www.jkdhpm.in

1. Mission

The Department of Horticulture Planning & Marketing deals with Post Harvest Management of Fruits & Vegetables under the headship of Director Horticulture P&M (also designated as Director Agriculture Marketing).

The role and mission of our Directorate is to facilitate marketing Agriculture/Horticulture produce of J&K, their diversification & despatches of fruits, dissemination of latest Post Harvest 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.

2. 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.

3. Functions and duties

- To ensure more profits for fruit production.
- 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 minimise Post Harvest losses.
- 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.
- Generation & Dissemination of Latest Technology
- Popularization of Post Harvest Management mechanization.
- Institutional Restructuring
- Diversification of Horticulture Produce to hitherto unexplored markets and introducing value added products.

4. Achievement and Targets

Our Department mainly deals with Post Harvest Management of Agriculture Produce. In this aspect the Department has and is establishing different Fruit and Vegetable Markets at different production zones of the Union Territory.

At different times the department has achieved various targets in respect to transportation of Perishable products of Kashmir Valley i.e. Cherry, Plum, Pear, Apple and other varieties to mostly all parts of the country. We have reached to the level of exports from U.T. to the tune of 20.00 lakhs M.Tons in the year 2020 from 1.83 lakh MTs in the year 1972. Our team of officers and officials is toiling hard to achieve the maximum targets assigned. Recently ODOP Scheme under PM FME was launched and our department has the honour to be the first in achieving the targets. We are registering the farmers and traders under e-NAM. To uplift the farmers and procuring their C Grade and culled Apple MIS Scheme used to be launched time to time and our department being the main functionary has come up to the expectations. Our department acquires the land, establishes the Mandies and markets the produce by facilitating the growers and traders.

5 Information about the officers their Mobile No and Address

S.No	Name of the Officer S/HRI	Designation and posting place	Mobile No
01	Vikas Sharma, JKAS	Director J&K	9419182317
02	Digvijay Gupta	Joint Director J&K	9419181633
03	Ranjit Singh	Deputy Director (PD & MD) J&K	7006955625
04	Manzoor Ahmad Mir	Deputy Director Central J&K	9906798090
05	Naheed Mir	Deputy Director Kashmir	9596353087
06	Ayaz Ahmad Natnoo	Deputy Director Jammu	9018482010
07	Sardari Lal	Accounts Officer	9419251739
08	Arvind Panjgotra	Assistant Director Marketing	9419304519
09	Priyadarshani Parihar	Assistant Director Planning / Incharge Legal Cell	7006610197
10	Tehsin Iqbal Chib	Asstt. Dir. (G&P)	9419876347
11	Shiv Rattan Sangra	Assistant Director Transport	9419206061
12	Anayatullah Khanji	Area Marketing Officer Jammu/ Bishna /Akhnoor	7006575144
13	Jagdeep Raj	Incharge Kissan Ghar Narwal Jammu	9419185785
14	Anuj Verma	Area Marketing Officer Udhampur / Reasi	9858507683
15	Sunil Bakshi	Area Marketing Officer Batote/Ramban	7006268124
16	Sourabh Sarangal	Area Marketing Officer Kishtwar	9906030132
17	Sikander Mehmood	Area Marketing Officer Rajouri/Poonch	8803660927
18	Shama Manzoor	Area Marketing Officer Srinagar	7006354525
19	Mohammad Arif	Area Marketing Officer Anantnag/Kulgam	7889909847

20	Bilal Ahmad Lone	Area Marketing Officer Sopore	7006894349
21	Gh. Rasool Noon	Area Marketing Officer Baramulla	6005892231
22	Mushtaq Ahmad Kumar	Area Marketing Officer Kupwara	9906702193
23	Ajeet Singh	Area Marketing Officer Pulwama	8899500807
24	Mushtaq Ahmad Lone	Area Marketing Officer Shopian	8825010192
25	Ali Mohammad Shah	Area Marketing Officer Bandipora Additional charge Ganderbal	7006772612
26	Satya Bhushan	Area Marketing Officer Budgam	9419260589
27	Nitasha Mahajan	Assistant Grading & Marketing Officer Bishnah	9858159720
28	Bharat Bhushan	Assistant Grading & Marketing Officer Akhnoor	9419364055
29	Kamal Kishore	Assistant Grading & Marketing Officer Udhampur	9622379777
30	Habab Lalit Angurana	Assistant Grading & Marketing Officer Kathua	9419136211
31	Charan Kamal Singh	Assistant Grading & Marketing Officer Poonch	9419194193
32	Prerna Suri	Assistant Grading & Marketing Officer Delhi	9811037608
33	Pir Shabir Ahmad	Assistant Grading & Marketing Shopian	7006886488
34	Imtiyaz Ali Mir	Assistant Grading & Marketing Pulwama	9149516154
35	Mushtaq Ahmad Sathoo	Assistant Grading & Marketing Qazigund	9419043677
36	Mohammad Sharfa Chopan	Assistant Grading & Marketing Sopore/Rafiabad	7780984854
37	Bashir Ahmad Wani	Assistant Grading & Marketing Parimpora Srinagar Officer	9906442346 7006407320
38	Mohd. Altaf Rather	Assistant Grading & Marketing Officer	7889308809

		Anantnag	
39	Bashir Ahmad Sofi	Assistant Grading & Marketing Officer Chari sharief	9419771314
40	Syed Abdul Bari Andrabi	Assistant Grading & Marketing Officer Sopore Mandi	7889855282
41	Zahid Ahmad Ahanger	Assistant Grading & Marketing Chadoora	9796308063
42	Bashir Ahmad Bhat	Assistant Grading & Marketing Officer Baramulla	7889345511
43	Azhar Bashir Wakil	Assistant Grading & Marketing Officer Ganderbal	7006896377
44	Ravinder Mengi	Executive Engineer Jammu	9419156216
45	Gansham Singh	Assistant Executive Engineer	9419237377
46	Anil Thapa	Assistant Executive Engineer	9419814278
47	Ankush	Junior Engineer	9419108566
48	Asgar Ali Watali	Executive Engineer Kashmir	9419106006
49	Mudasir Ahmad Khanday	Asstt: Executive Engineer(North)	7006037649
50	Aashiq Hussain	Asstt: Executive Engineer(South)	7051701557
51	Zahoor Ahmad	Asstt: Executive Engineer (Central)	7006939654
	Outside UT		
52	Manzoor Ahmad Mir	Deputy Director Delhi	9149825694
53	Mohd Shafi Rahter	Area Marketing Officer Delhi	6006717633
54	Anil Sharma	Grading Marketing Inspector Delhi	9419255800
55	Ashwani Sharma	Area Marketing Officer Mumbai	9469238379
56	Mrs. Shilpi Gupta	Accounts Assistant Mumbai	
57	Ankush Sharma	Grading Marketing Officer Bangalore	7051969177
58	Sunil Singh	Area Marketing Officer Kolkata	9419111421
59	Tariq Ahmad	Grading Marketing Inspector Kolkata	7006078038

6. List of services provided by the Directorate and its field officers.

- Post Harvest Management of Agri/ Horti Produce
- Marketing of Agri / Horti Produce to different markets within and outside the U.T of Jand K.
- Marketing linkages
- Development and Management of Fruit and Vegetable Markets, Vegetable Wholesale Markets, Sub Markets, Apni Mandies, Kissan Mandies.
- Providing of platform to facilitate direct marketing.
- Addressing to the grievances of farmers and traders within and outside U.T of J&K.
- Development of Cold Stores and Cold Chain in F& V Markets.
- Market Intervention Scheme (MIS).
- ODOP and e-NAM Schemes for growers and traders.
- Establishing of Mandies by acquiring land in different production zones
- Strengthening of APMC's now MAC's by collecting revenue of shops leased out and Gate Entry Contracts.
- Beautification and sanitizing of different mandies.
- Formalization of Plan under Capex Budget, Plan, NABARD Projects, PMDP, RKVY.
- Plan Monitoring and dealing with cost escalation cases and development of SBD for various types of works including Project Monitoring and Concurrent Evaluation
- Monitoring of status of implementation of projects including tendering and speed of executions in U.T of Jammu and Kashmir and outside U.T
- Coordination CSS / PMDP / Pulse implementation and monitoring of Pragati at U.T Level.
- Collection and Compilation of statistical Data
- Organizing Promotional events and activities within and outside the U.T of J&K for promotion of various Agri/ Horti products of J&K and exposure of farmers for direct linkages with traders across India

7. Information about the PIO

S. No.	Name of the Officer with designation	Address	Nominated as	Cell No.
01	Mr. Digvijay Gupta, Joint Director	Horticulture (P&M) F&V Market Narwal Jammu	1 st Appellate Authority for Directorate of Horticulture (P&M)	9419181633
02	Mr. Manzoor Ahmad Mir Deputy Director (Central)	Horticulture (P&M) F&V Market Narwal Jammu	Public Information Officer for Directorate of Horticulture (P&M)	9149825694
03	Mr. Ayaz Ahmad Natnoo, Deputy Director Jammu	Horticulture (P&M) F&V Market Narwal Jammu	1 st Appellate Authority for Jammu Division	9018482010
04	Ms. Nahid Mir. Deputy Director Kashmir	Horticulture (P&M) Rajbagh Srinagar	1 st Appellate Authority for Kashmir Division	9596353087
05	Mr. Anayatullah Khanji, AMO Jammu	Horticulture (P&M) F&V Market Narwal Jammu	Public Information Officer Horticulture (P&M) Department for Jammu / Samba Districts	7006575144
06	Mr. Arvind Panjgotra AMO Kathua	F&V Market Kathua	Public Information Officer Horticulture (P&M) Department for Kathua District	9419304519
07	Mr. Anuj Kumar Verma, AMO Udhampur	Area Marketing Office Fruit & Vegetable Market Udhampur	Public Information Officer Horticulture (P&M) Department for Udhampur / Reasi Districts	9858507683

08	Mr. Sikander Mehmood AMO Rajouri / Poonch	Horticulture (P&M) Complex Fruit & Vegetable Market Rajouri	Public Information Officer Horticulture (P&M) Department for Rajouri / Poonch Districts	8803660927
09	Mr. Sourabh Sarangal, AMO Doda / Kishtwar	Mohalla Anwarabad near District Hospital Doda City.	Public Information Officer Horticulture (P&M) Department for Doda and Kishtwar District	9906030132
10	Mr. S.K. Bakshi AMO Ramban	Chinar complex DC Office Ramban / F&V Market Batote	Public Information Officer Horticulture (P&M) Department for Ramban District	9797792317
11	Mr. Satya Bhushan AMO Budgam	Baitul Shafa Clinic Near Forest Post C/o Mr.Ali Mohd. Malik Budgam	Public Information Officer Horticulture (P&M) Department for Budgam District	9419260589
12	Mr. Mohd. Arif AMO Anantnag	Administrative Block, Area Marketing Office F&V Batingoo Anantnag	Public Information Officer Horticulture (P&M) Department for Anantnag District	7889909847
13	Mr. Mohd. Arif, AMO Kulgam	Administrative Block, Area Marketing Office F&V Mandi Kulgam	Public Information Officer Horticulture (P&M) Department for Kulgam District	7889909847
14	Mr. Ali Mohd Shah, AMO Ganderbal	Mini Secretariat Ganderbal	Public Information Officer Horticulture (P&M) Department for Ganderbal District	7006772612
15	Mr. Ali Mohd Shah, AMO Bandipora	Bandipora	Public Information Officer Horticulture (P&M) Department for Bandipora District	7006772612
16	Mr. Ajeet Singh, AMO Pulwama	F&V Market Prichoo Pulwama	Public Information Officer Horticulture (P&M) Department for Pulwama District	8899500807

17	Ms. Shama Manzoor AMO Srinagar	F&V Market Parimpora Srinagar	Public Information Officer Horticulture (P&M) Department for Srinagar District	7006354525
18	Mr. Mushtaq Ahmad Lone, AMO Shopian	F&V Market Shopian	Public Information Officer Horticulture (P&M) Department for Shopian District	8825010192
19	Mr. Mushtaq Ahmad Kumar, AMO Kupwara / Handwara	Administrative Block, Area Marketing Office F&V Mandi Handwara	Public Information Officer Horticulture (P&M) Department for Kupwara District	9906702193
20	Mr. Ghulam Rasool Noon, AMO Baramulla	F&V Market Baramulla	Public Information Officer Horticulture (P&M) Department for Baramulla	6005892231

8. List of Departmental Vigilance Officers (DVO's)

S. No	Name of the Officer with Designation Smt/Shri	Official address	Level			Contact No.	E-mail address
			State	Divisional	District		
01	Mr. Manzoor Ahmad Mir, Deputy Director (Central)	Directorate of Horticulture (P&M) Rajbagh Srinagar / Fruit & Vegetable Market Narwal Jammu	State	--	--	9906798090	dirhpm@rediffmail.com
02	Mr. Ayaz Ahmad Natnoo Deputy Director Jammu	Horticulture (P&M) Complex Fruit & Vegetable Market Narwal Jammu		Jammu Division	--	9018482010	ddjhpm@gmail.com
03	Ms Nahid Mir, Dy. Director (Kashmir)	Opposite Presentation Convent School Horticulture complex Rajbagh Srinagar	--	Kashmir Division	--	9596353087	ddkashmir@gmail.com
04	Mr. Anayatullah Khanji, AMO Jammu	Horticulture (P&M) Complex Fruit & Vegetable Market Narwal Jammu	--	--	Jammu / Samba	7006575144	amojmuhpm@gmail.com
05	Mr. Sikander Mehmood, AMO Rajouri	Horticulture (P&M) Complex Fruit & Vegetable Market Rajouri	--	--	Rajouri / Poonch	8803660927	sikandermehmood5@gmail.com

06	Mr. Anuj Verma, AMO Udhampur	Administrative Block, Area Marketing Office Fruit & Vegetable Market Udhampur	--	--	Udhampur & Reasi	9858507683	amoudr10@gmail.com
07	Bilal Ahmad Lone, AMO Sopore	Administrative Block, Area Marketing Office Fruit & Vegetable Market Baramulla / Sopore	--	--	Sopore	7006894349	amosopore@ gmail.com
08	Mr. Ghulam Rasool Noon, AMO Baramulla	Administrative Block, Area Marketing Office Fruit & Vegetable Market Baramulla / Sopore	--	--	Baramulla	6005892231	amoblahpm@gmail.com
09	Mr. Mushtaq Ah. Kumar, AMO Handwara / Kupwara	Administrative Block, Area Marketing Office F&V Mandi Handwara	--	--	Kupwara	9906702193	amohandwara@gmail. com
10	Mr. Mohd. Arif AMO Anantnag	Administrative Block, Area Marketing Office F&V Batingoo Anantnag	--	--	Anantnag	7889909847	amoanantnag@gmail.com
11	Mr. Mohd Arif, AMO Kulgam	Administrative Block, Area Marketing Office F&V Mandi Kulgam	--	--	Kulgam	7889909847	amokulgam@rediffmail. com
12	Mr. Ali Mohd Shah, AMO Ganderbal / Bandipora	Mini Secretariat Ganderbal / Bandipora	--	--	Ganderbal / Bandipora	7006772612	amohpmsgbl@gmail.com

12	Mr. Satya Bhushan, AMO Budgam	Baitul shafa Clinic Near Forest Post C/o Mr.Ali Mohd. Malik Budgam	--	--	Budgam	9419260589	amobudgam@gmail.com
13	Mr. Sourabh Sarangal, AMO Doda / Kishtwar	Mohalla Anwarabad near District Hospital Doda City.	--	--	Doda / Kishtwar	9906030132	sarangalsourabh@gmail.com
14	Mr. Ajeet Singh, AMO Pulwama	F&V Market Prichoo Pulwama	--	--	Pulwama	8899500807	ajeetraina00@gmail.com
15	Ms. Shama Manzoor, AMO Srinagar	F&V Market Parimpora Srinagar	--	--	Srinagar	7006354525	amosgr6@gmail.com
16	Mr. Arvind Panjgotra, AMO Kathua	F&V Market Kathua	--	--	Kathua	9419304519	amokathua@gmail.com
17	Mr. Mushtaq Ahmad Lone AMO Shopian	F&V Market Shopian	--	--	Shopian	8825010192	mushtaq1one99@rediffmail.com
18	Mr. S.K. Bakshi AMO Ramban	Chinar complex DC Office Ramban / F&V Market Batote	--	--	Ramban	9797792317	amorambanbatote@gmail.com

9. Service Provided under Public Service Guarantee Act

Name of the Service	Designated officer	Stipulated time frame for providing service	First appellate authority	Second Appellate authority
Grant of License to Fruit Growers in F&V markets	Secretary APMC	21 Days	Chief Executive APMC	Director Horticulture (P&M)
Permission for construction of shopsites and issuance of the site.	Secretary APMC	30 days	Chief Executive APMC	Director Horticulture (P&M)
Transfer of Lease hold rights (legal heir) Sale purchase	Secretary APMC	45 days	Chief Executive APMC	Director Horticulture (P&M)
Issuance of Lease deed / conveyance deed	Secretary APMC	30 days	Chief Executive APMC	Director Horticulture (P&M)
Issuance of NOCs	Secretary APMC	15 days	Chief Executive APMC	Director Horticulture (P&M)