

# **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 ; 0194-2311373;**

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

**Phone: 0191-2476473**

**e-mail:director-hpm@jk.gov.in  
Website:jkdhpm.jk.gov.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 & dispatches 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<br>S/SHRI | Designation and posting place                | Mobile No  |
|------|-------------------------------|----------------------------------------------|------------|
| 1.   | Ghulam Jeelani Zargar, JKAS   | Director J&K                                 | 9419024133 |
| 2.   | Subash Chander                | Deputy Director (PD & MD) J&K                | 9797376523 |
| 3.   | Ayaz Ahmad Natnoo             | Deputy Director Central/Kashmir              | 9018482010 |
| 4.   | Arvind Panjgotra              | Deputy Director Jammu/Delhi                  | 9419304519 |
| 5.   | Vinod Parihar                 | Accounts Officer                             | 9419124634 |
| 6.   | Priyadarshani Parihar         | Assistant Director Tpt / Incharge Legal Cell | 7006610197 |
| 7.   | Satya Bhushan                 | Asstt. Dir. (G&P)                            | 9419260589 |
| 8.   | Ashwani Kumar                 | Assistant Director Marketing                 |            |
| 9.   | Tehsin Iqbal Chib             | Area Marketing Officer Batote/Ramban         | 9419876347 |
| 10.  | Shiv Rattan Sangra            | Area Marketing Officer Kathua                | 9419206061 |
| 11.  | Anayatullah Khanji            | Area Marketing Officer Doda/Kishtwar         | 7006575144 |
| 12.  | Sunil Singh                   | Area Marketing Officer Udhampur / Reasi      | 9419111421 |
| 13.  | Sourabh Sarangal              | Area Marketing Officer Jammu/Samba/Akhnoor   | 9906030132 |
| 14.  | Sikander Mehmood              | Area Marketing Officer Shopian               | 8803660927 |
| 15.  | Shama Manzoor                 | Area Marketing Officer Budgam                | 7006354525 |
| 16.  | Mohammad Arif                 | Area Marketing Officer Rajouri/Poonch        | 7889909847 |
| 17.  | Bilal Ahmad Lone              | Area Marketing Officer                       | 7006894349 |

|     |                      |                                                             |                          |
|-----|----------------------|-------------------------------------------------------------|--------------------------|
|     |                      | Ganderbal/Bandipora                                         |                          |
| 18. | Mushtaq Ahmad Kumar  | Area Marketing Officer Baramulla                            | 9906702193               |
| 19. | Ali Mohammad Shah    | Area Marketing Officer Kupwara                              | 7006772612               |
| 20. | Ajeet Singh          | Area Marketing Officer Kulgam                               | 8899500807               |
| 21. | Mushtaq Ahmad Lone   | Area Marketing Officer<br>Anantnag/Pulwama                  | 8825010192               |
| 22. | Ravi Shankar         | Assistant Grading & Marketing Officer<br>Reasi              | 7006634798               |
| 23. | Raju Zutshi          | Assistant Grading & Marketing Officer<br>Kathua             | 7006273804               |
| 24. | Nitasha Mahajan      | Assistant Grading & Marketing Officer<br>Akhnoor            | 9858159720               |
| 25. | Javed Iqbal          | Assistant Grading & Marketing Officer<br>Doda               | 7006481258               |
| 26. | Kamal Kishore        | Assistant Grading & Marketing Officer<br>Udhampur           | 9622379777               |
| 27. | Habab Lalit Angurana | Assistant Grading & Marketing Officer<br>Bishna             | 9419136211               |
| 28. | Charan Kamal Singh   | Assistant Grading & Marketing Officer<br>Rajouri            | 9419194193               |
| 29. | Prerna Suri          | Assistant Grading & Marketing Officer<br>Delhi              | 9811037608               |
| 30. | Pir Shabir Ahmad     | Assistant Grading & Marketing Pulwama                       | 7006886488               |
| 31. | Mubarak Ahmad Parrey | Assistant Grading & Marketing Sopore                        | 9797850108               |
| 32. | Bashir Ahmad Wani    | Assistant Grading & Marketing<br>Parimpora Srinagar Officer | 9906442346<br>7006407320 |
| 33. | Mohd. Altaf Rather   | Assistant Grading & Marketing Officer<br>Shopian            | 7889308809               |

|     |                         |                                                        |            |
|-----|-------------------------|--------------------------------------------------------|------------|
|     |                         |                                                        |            |
| 34. | Bashir Ahmad Sofi       | Assistant Grading & Marketing Officer<br>Chari sharief | 9419771314 |
| 35. | Syed Abdul Bari Andrabi | Assistant Grading & Marketing Officer<br>Pattan        | 7889855282 |
| 36. | Zahid Ahmad Ahanger     | Assistant Grading & Marketing Sumbal                   | 9796308063 |
| 37. | Bashir Ahmad Bhat       | Assistant Grading & Marketing Officer<br>Baramulla     | 7889345511 |
| 38. | Azhar Bashir Vakil      | Assistant Grading & Marketing Officer<br>Ganderbal     | 7006896377 |
| 39. | Feroze Ahmad Shah       | Assistant Grading & Marketing Officer<br>Tangmarg      | 9419423047 |
| 40. | Shabir Ahmad Mufti      | Assistant Grading & Marketing Officer<br>Beerwa        | 7006248596 |
| 41. | Farooq Ahmad Rather     | Assistant Grading & Marketing Officer<br>Kulgam        | 6005170026 |
| 42. | Shabir Ahmad Kalkatti   | Assistant Grading & Marketing Officer<br>Anantnag      | 6006332318 |
| 43. | Syed Inayat Hussain     | Assistant Grading & Marketing Officer<br>Handwara      | 9596432444 |
| 44. | Khaliq-u-Zaman          | Assistant Grading & Marketing Officer<br>Chadoora      | 9596580073 |
|     | <b>Outside UT</b>       |                                                        |            |
| 1   | Arvind Panjgotra        | Deputy Director Delhi                                  | 9419304519 |
| 2   | Mrs. Shilpi Gupta       | Accounts Assistant Mumbai                              | 9768163148 |
| 3   | Reyaz-ur-Rahman         | Grading Marketing Inspector Kolkata                    | 7006618354 |

## **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. Ayaz Ahmad Natnoo, Deputy Director (Central) | Directorate of Horticulture (P&M) Rajbagh Srinagar  | 1 <sup>st</sup> Appellate Authority for Directorate of Horticulture (P&M)              | 9018482010 |
| 02     | Mr. Ayaz Ahmad Natnoo, Deputy Director Kashmir   | Horticulture (P&M) Rajbagh Srinagar                 | 1 <sup>st</sup> Appellate Authority for Deputy Director Kashmir                        | 9018482010 |
| 03     | Mr. Arvind Panjgotra Deputy Director Jammu       | Horticulture (P&M) F&V Market Narwal Jammu          | 1 <sup>st</sup> Appellate Authority for Jammu Division                                 | 9419304519 |
| 04     | Mr. Arvind Panjgotra Deputy Director             | Shalimar Bagh New Delhi                             | 1 <sup>st</sup> Appellate Authority for Delhi                                          | 9419304519 |
| 05     | Mr. Priyadarshani Parihar                        | Directorate of Horticulture (P&M) Narwal Jammu      | Public Information Officer Directorate of Horticulture (P&M) Department                | 9419206349 |
| 06     | Mr. Sourabh Sarangal, AMO Jammu/Samba            | Horticulture (P&M) F&V Market Narwal Jammu          | Public Information Officer Horticulture (P&M) Department for Jammu District            | 9906030132 |
| 7      | Mr. Anayatullah Khanji, AMO Doda/Kishtwar        | Mohalla Anwarabad near District Hospital Doda City. | Public Information Officer Horticulture (P&M) Department for Doda / Kishtwar Districts | 7006575144 |

|   |                                      |                                                               |                                                                                               |            |
|---|--------------------------------------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------|------------|
| 8 | Mr. Shiv Rattan Sangra<br>AMO Kathua | F&V Market Kathua                                             | Public Information Officer<br>Horticulture (P&M) Department<br>for Kathua District            | 9419206061 |
| 9 | Mr.Sunil Singh<br>AMO Udhampur       | Area Marketing Office<br>Fruit & Vegetable Market<br>Udhampur | Public Information Officer<br>Horticulture (P&M) Department for<br>Udhampur / Reasi Districts | 9419111421 |

|    |                                             |                                                                          |                                                                                               |            |
|----|---------------------------------------------|--------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|------------|
| 10 | Mr. Mohammad Arif<br>AMO Rajouri / Poonch   | Horticulture (P&M) Complex<br>Fruit & Vegetable<br>Market Rajouri        | Public Information Officer<br>Horticulture (P&M) Department<br>for Rajouri / Poonch Districts | 7889900847 |
| 11 | Mr. Tahsin Iqbal<br><br>AMO Ramban          | Chinar complex DC Office<br>Ramban / F&V Market Batote                   | Public Information Officer<br>Horticulture (P&M) Department for<br>Ramban District            | 9596869347 |
| 12 | Mrs. Shama Jalib<br><br>AMO Budgam          | Baitul Shafa Clinic Near<br>Forest Post C/o Mr.Ali<br>Mohd. Malik Budgam | Public Information Officer<br>Horticulture (P&M) Department<br>for Budgam District            | 7006354525 |
| 13 | Mr. Mushtaq Ahmad Lone,<br><br>AMO Anantnag | Administrative Block, Area<br>Marketing Office F&V<br>Batingoo Anantnag  | Public Information Officer<br>Horticulture (P&M) Department<br>for Anantnag District          | 8825010192 |
| 14 | Mr. Ajeet Singh,<br><br>AMO Kulgam          | Administrative Block, Area<br>Marketing Office F&V<br>Mandi Kulgam       | Public Information Officer<br>Horticulture (P&M) Department<br>for Kulgam District            | 8899500807 |
| 15 | Mr. Bilal Ahmad Lone<br><br>AMO Ganderbal   | Mini Secretariat Ganderbal                                               | Public Information Officer<br>Horticulture (P&M) Department<br>for Ganderbal District         | 7006894349 |

|    |                                           |                                  |                                                                                       |            |
|----|-------------------------------------------|----------------------------------|---------------------------------------------------------------------------------------|------------|
| 16 | Mr. Bilal Ahmad Lone,<br>AMO Bandipora    | Bandipora                        | Public Information Officer<br>Horticulture (P&M) Department<br>for Bandipora District | 7006894349 |
| 17 | Mr. Mushtaq Ahmad Lone,<br>AMO Pulwama    | F&V Market Prichoo<br>Pulwama    | Public Information Officer<br>Horticulture (P&M) Department<br>for Pulwama District   | 8825010192 |
| 18 | Mr. Mohammad Shafi Rather<br>AMO Srinagar | F&V Market Parimpora<br>Srinagar | Public Information Officer<br>Horticulture (P&M) Department<br>for Srinagar District  | 6006717633 |

|    |                                                 |                                                                      |                                                                                     |            |
|----|-------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------------------------|------------|
| 19 | Mr. Sikander Mehmood,<br>AMO Shopian            | F&V Market Shopian                                                   | Public Information Officer<br>Horticulture (P&M) Department<br>for Shopian District | 8803660927 |
| 20 | Mr. Ali Mohammad Shah<br>AMO Kupwara / Handwara | Administrative Block, Area<br>Marketing Office F&V<br>Mandi Handwara | Public Information Officer<br>Horticulture (P&M) Department<br>for Kupwara District | 7006772612 |
| 21 | Mr. Mushtaq Ahmad Kumar<br>AMO Baramulla        | F&V Market Baramulla                                                 | Public Information Officer<br>Horticulture (P&M) Department<br>for Baramulla        | 9906702193 |
| 22 | Ms.Prerna Suri AGMO Delhi                       | Shalimar Bagh New Delhi                                              | PIO Delhi/Banglore                                                                  | 9811037608 |
| 23 | Reyaz-ur-Rahman                                 | Salt Lake Kolkatta                                                   | PIO Kolkatta                                                                        | 7006618354 |
| 24 | Shilpi Gupta                                    | Vashi Navi Mumbai                                                    | PIO Mumbai                                                                          | 9768163148 |

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

| S. No. | Name of the Officer with designation                | Address                                                | E-mail address                                               | Cell No.   |
|--------|-----------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------------|------------|
| 01     | Mr. Ayaz Ahmad Natnoo,<br>Deputy Director (Central) | Directorate of Horticulture<br>(P&M) Rajbagh Srinagar  | <a href="mailto:ddchpm@gmail.com">ddchpm@gmail.com</a>       | 9018482010 |
| 02     | Mr. Ayaz Ahmad Natnoo,<br>Deputy Director Kashmir   | Horticulture (P&M)<br>Rajbagh Srinagar                 | <a href="mailto:ddkashmir@gmail.com">ddkashmir@gmail.com</a> | 9018482010 |
| 03     | Mr. Arvind Panjgotra<br>Deputy Director Jammu       | Horticulture (P&M) F&V<br>Market Narwal Jammu          | <a href="mailto:ddjhpm@gmail.com">ddjhpm@gmail.com</a>       | 9419304519 |
| 04     | Mr. Arvind Panjgotra<br>Deputy Director             | Shalimar Bagh New Delhi                                | dddjkhpm@gmail.com                                           | 9419304519 |
| 05     | Mr. Sourabh Sarangal, AMO<br>Jammu/Samba            | Horticulture (P&M) F&V<br>Market Narwal Jammu          | amojmuhpm@gmail.com                                          | 9906030132 |
| 6      | Mr. Anayatullah Khanji, AMO<br>Doda/Kishtwar        | Mohalla Anwarabad near<br>District Hospital Doda City. | Areamarketingofficer40@<br>gmail.com                         | 7006575144 |
| 7      | Mr. Shiv Rattan Sangra<br>AMO Kathua                | F&V Market Kathua                                      | amokathua@gmail.com                                          | 9419206061 |

|   |                                |                                                               |                    |            |
|---|--------------------------------|---------------------------------------------------------------|--------------------|------------|
| 8 | Mr.Sunil Singh<br>AMO Udhampur | Area Marketing Office<br>Fruit & Vegetable Market<br>Udhampur | Amoudr10@gmail.com | 9419111421 |
|---|--------------------------------|---------------------------------------------------------------|--------------------|------------|

|    |                                             |                                                                          |                               |            |
|----|---------------------------------------------|--------------------------------------------------------------------------|-------------------------------|------------|
| 9  | Mr. Mohammad Arif<br>AMO Rajouri / Poonch   | Horticulture (P&M) Complex<br>Fruit & Vegetable<br>Market Rajouri        | Rajouriamo00@gmail.co<br>m    | 7889900847 |
| 10 | Mr. Tahsin Iqbal<br><br>AMO Ramban          | Chinar complex DC Office<br>Ramban / F&V Market Batote                   | amorambanbatote@gmail.<br>com | 9596869347 |
| 11 | Mrs. Shama Jalib<br><br>AMO Budgam          | Baitul Shafa Clinic Near<br>Forest Post C/o Mr.Ali<br>Mohd. Malik Budgam | amobudgam@gmail.com           | 7006354525 |
| 12 | Mr. Mushtaq Ahmad Lone,<br><br>AMO Anantnag | Administrative Block, Area<br>Marketing Office F&V<br>Batingoo Anantnag  | amoanantnag@gmail.co<br>m     | 8825010192 |
| 13 | Mr. Ajeet Singh,<br><br>AMO Kulgam          | Administrative Block, Area<br>Marketing Office F&V<br>Mandi Kulgam       | amokulgam@gmail.com           | 8899500807 |
| 14 | Mr. Bilal Ahmad Lone<br><br>AMO Ganderbal   | Mini Secretariat Ganderbal                                               | amohpmgbl@gmail.com           | 7006894349 |
| 15 | Mr. Bilal Ahmad Lone,<br><br>AMO Bandipora  | Bandipora                                                                | amobprhpm@gmail.com           | 7006894349 |

|    |                                                 |                                                                      |                                        |            |
|----|-------------------------------------------------|----------------------------------------------------------------------|----------------------------------------|------------|
| 16 | Mr. Mushtaq Ahmad Lone,<br>AMO Pulwama          | F&V Market Prichoo<br>Pulwama                                        | amohpmpul@gmail.com                    | 8825010192 |
| 17 | Mr. Mohammad Shafi Rather<br>AMO Srinagar       | F&V Market Parimpora<br>Srinagar                                     | ampparimporasgr@gmail.com              | 6006717633 |
| 18 | Mr. Sikander Mehmood,<br>AMO Shopian            | F&V Market Shopian                                                   | Areamarketingofficershopian5@gmail.com | 8803660927 |
| 19 | Mr. Ali Mohammad Shah<br>AMO Kupwara / Handwara | Administrative Block, Area<br>Marketing Office F&V<br>Mandi Handwara | Amokupwara10@gmail.com                 | 7006772612 |
| 20 | Mr. Mushtaq Ahmad Kumar<br>AMO Baramulla        | F&V Market Baramulla                                                 | amoblahpm@gmail.com                    | 9906702193 |



## **6. 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) |