

**Government of Jammu & Kashmir  
Horticulture Department  
Civil Secretariat, Jammu**

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**Subject: Direct marketing of Agriculture/Horticulture Produce.**  
**Ref: Letter No. DHPM/Esttb./2020-21/34, dated: 18.04.2020**  
**from Director Horticulture (P&M).**

**Government Order No: 38-JK(Horti) of 2020**  
**D a t e d : 30 -04 -2020**

To benefit farmers by eliminating intermediary brokers, buyers, and distributors, and to decongest the F&V mandis across Jammu & Kashmir, besides facilitating the timely marketing of farm produce amid existing Covid-19 restrictions, direct marketing of Agriculture/Horticulture yield is hereby allowed with the following provisions till further orders:-

- I. Collection/aggregation centers 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.
- II. Director Horticulture (P&M) in consultation with Market Administrative Committees shall immediately notify a simple and single window procedure of registration for direct marketing.
- III. Direct wholesale purchase can also be carried out outside the principal market yard, sub- market yard, market sub-yard, private market yard. Market Administrative Committees may declare the place of such purchase, without establishment of any permanent collection/aggregation center for marketing.
- IV. Each Market Administrative Committees shall maintain the records and all accounts relating to daily trade transactions and shall submit weekly report to administrative department.

- V. Each Market Administrative Committees can seek any type of additional information from the direct marketing farmer; and can also inspect and issue direction relating to functioning of such wholesale purchases and the activities incidental thereto.
- VI. Director Horticulture (P&M) in consultation with Market Administrative Committees shall notify the norms to discourage hoarding.

By Order of the Government of Union territory of Jammu and Kashmir.

Sd/-  
(Navin Kumar Choudhary)IAS  
Principal Secretary to the Government

No. Horti/HPMC /38/2020

Dated: 30. 04. 2020

Copy to the:-

1. Joint Secretary (JK), Ministry of Home Affairs, Government of India, New Delhi.
2. Joint Secretary, Ministry of Agricultural & Farmer's Welfare, Government of India, New Delhi.
3. Divisional Commissioner, Kashmir/Jammu.
4. Secretary to the Govt., General Administration Department, J&K.
5. Secretary to Govt., FCSCA Department.
6. All Deputy Commissioners.
7. Director Archives, Archaeology and Museums, J&K, Jammu.
8. Director Horticulture (P&M) J&K, Jammu.
9. Director Horticulture, Kashmir/Jammu.
10. Additional Secretary to Chief Secretary
11. Private Secretary to Hon'ble LG.
12. Pvt. Secretary to Principal Secretary to the Govt., Horticulture Department.
13. Govt. order file/ stock file.

*Jahangir Hashmi*  
30.04.2020

(Jahangir Hashmi) KAS  
Additional Secretary to the  
Government