

## **ORGANIZATIONAL SET UP OF AREA MARKETING OFFICE KULGAM**

The Area Marketing officer Kulgam supervises the departmental activities in district Kulgam with one Horticultural (P&M) zone in the District. Area Marketing officer also acts as Chief Executive Officer Agriculture Produce Market Committee Fruit & Vegetable Market Kulgam. The Zonal office is headed by Assistant Grading & Marketing Officer (Secretary of Agriculture Produce Market Committee Fruit & Vegetable Market Kulgam) who is assisted by Grading/Marketing Inspectors to carry out the various activities of the Department.

### **ACTIVITIES/ PROGRAMMES CARRIED OUT BY THE DEPARTMENT:**

1. Post harvest Management activities of various fruit crops grown in the district.
2. Imparting of Grading Techniques to the Growers and Traders of the District.
3. Conducting of Seminars/Awareness Camps to aware the Growers/Traders of the District regarding the latest techniques.
4. Propagation of Centrally Sponsored Schemes to the Growers/Entrepreneurs of the district.
5. Regulation of Trade in various Fruit Markets of the district.
6. Collection of various market fees of the Fruit Markets of the district as Agriculture Market Produce Committees.
7. Development of Infrastructure related to the post harvest activities of the fruit such as Satellite Markets, cold store etc.
8. Dissemination of market Information of various markets of the country to the Growers so that they fetch maximum price to their produce.
9. Market Intervention Scheme so as to pull out off grade fruit from the pipeline and to redirect it into the processing sectors so as to reduce pressure in markets.
10. Collection of data, their processing and drawing of conclusions to ascertain different trends for future market planning.

### **INFRASTRUCTURE OF HORTICULTURE (P&M) KULGAM:**

#### **A. FRUIT & VEGETABLE MARKET KULGAM**

|                                       |                               |
|---------------------------------------|-------------------------------|
| Location of the Market (Kulgam)       | Near District Hospital Kulgam |
| Date of establishment                 | 8 <sup>th</sup> August 2006   |
| Land acquired by the Department       | 41 Kanals 10 Marlas           |
| Land Donated by the Fruit Association | 12 Kanals 6 Marlas            |
| Total Land acquired                   | 53 Kanals 16 Marlas           |

Additional Land Demand by the FA Kulgam as per the letter issued by Director Horticulture (P&M) addressed to DC Kulgam vide No DHPM/701/2015/8183-85 Dated: 30-03-2015 for creating additional shop sites

|                       |           |
|-----------------------|-----------|
|                       | 16 Kanals |
| Shop sites carved out | 228 Shops |
| Kiosks carved out     | 06        |
| Shop sites allotted   | 228 Shops |
| Kiosks allotted       | 06        |

### **PRESENT INFRASTRUCTURE:**

|                      |   |
|----------------------|---|
| Administrative block | 1 No. (Constructed)                                     |
| Auction Phads        | 4 No's (constructed)                                    |
| Guard Room           | 1 NO. (constructed)                                     |
| Lavatory Block       | 1 No. (constructed)                                     |
| Fencing              | Fenced boundary walls (partially)                       |
| Macadamization       | Partially Macadamised.                                  |
| Electrification      | 250 K.V Transformer (installed, electrified completely) |
| Water                | Partially Restored                                      |

### **B. APNI MANDI NOONMAI YARIPORA**

|                    |   |                                |
|--------------------|---|--------------------------------|
| Location of Mandi  | : | Noonmai Yaripora               |
| Land Acquired      | : | 14-4 Kanals                    |
| Kind of Land       | : | State Land                     |
| Date of Possession | : | 22 <sup>nd</sup> of May, 2010. |

### **DEVELOPMENT OF INFRASTRUCTURE**

Administrative Block : Two rooms (Building comprising of two rooms constructed but the doors and windows have not been fixed yet.

|                   |   |   |
|-------------------|---|---|
| Auction Phads     | : | 1 No. measuring 60' x 20'                               |
| Lavatory Blocks   | : | 1 No. (only structure constructed without septic tank.) |
| Fencing           | : | Partially Fenced (with barbed wire)                     |
| Levelling of Land | : | 50 % Complete.  |

The Revenue papers (Shajra Khasra and Shajra Aks) for State Land measuring 14 Kanal 4 Marlas received from Collector Land Acquisition (ACR) Kulgam have been submitted to Director Horticulture (P&M) Srinagar vide this Office No. AMO-Ang/66-35/2010/189-91 dated: 27-07-2010 for authentication of its correctness in Token which are still awaited by Collector Land Acquisition (ACR) Kulgam.

### **C. COLD STORAGE BRAZLOO**

Decision was taken at a review meeting of Distt. Development Board Kulgam held on 18-12-2010. Under the chairmanship of Hon'ble Chief Minister regarding construction of cold storage at Kulgam. The matter was taken up with Distt. Development Commissioner Kulgam and subsequently Assistant Commissioner (R), Tehsildar and Assistant Grading & Marketing Officer Kulgam along with President Fruit Association Kulgam visited the spot on 18 July 2011 and the State/ Govt. Land measuring 25 Kanals 05 marlas under Survey No. 391 was identified at Chakpora Bazloo approx. 4kms away from Kulgam Fruit Mandi. The Department took over the possession of land on 18/02/2013. The entire land has been Chain link Fenced and the construction of the Cold Store will be taken up soon.

Area Marketing Officer  
Horticulture (P&M)  
Kulgam

