

Citizen Charter

Vision:

To strengthen the environment, to enhance contribution of Horticulture in Gross Domestic Product, making the fruit growers of Jammu Division market leaders in high quality produce through efficient processes and increasing returns to growers and enhance avenues of employment.

Mission/ Objectives:

- To ensure holistic growth of the Horticulture sector through implementation of location based innovative improved technologies.
- To achieve self-sufficiency in fruit production by enhancing the production of quality produce.
- To become self-sufficient in production and multiplication of quality fruit plants of high yielding varieties.
- To promote, develop, disseminate and demonstrate the latest technologies to the fruit growers.
- To create opportunities for employment generation through Skill Development in Horticulture among local youths.
- To strengthen the availability of irrigation water resources and irrigation systems according to need of the crop and topography.
- To encourage and popularize the production of organic produce and to minimize the dependence on chemical fertilizers.
- To promote Farmers Producers Organizations (FPOs), Self Help Groups, etc.
- To popularise mechanization in Horticulture through adoption of latest machines through establishing Farm Machinery Banks/ Custom Hiring Centres.
- To enhance productivity by rejuvenation of old and senile orchards.

Mandate:

- To implement various state and centrally sponsored schemes and other developmental programmes for the benefit of the farming community.
- To increase the area under Fruit Crop Production by encouraging establishment of new orchards of latest cultivars.
- To increase the productivity by Plantation of high yielding fruit varieties in close spacing i.e. High Density Plantation in the Division in addition to the normal spacing.
- Introduction of high value crops in the division like Kiwi fruit, Dates, Strawberry, Dragon Fruit etc.
- Implementation of High Density Plantation in collaboration with NAFED and Private Entrepreneurs.
- To rejuvenate old and senile orchards.
- To strengthen the availability of irrigation water resources and micro irrigation infrastructure for the better water use efficiency.
- To Produce and distribute best Quality planting materials from Departmental and accredited private Fruit plant nurseries and from Centre of Excellence.
- To get accreditation of Govt. Fruit Plant nurseries and facilitate the same for private nurseries by National Horticulture Board, Govt. of India.
- Providing effective linkage between Orchardists and research institutes for transfer of technology.
- To provide pest, disease and nutrient management guidance to orchardists.
- Promotion of integrated nutrient management and to encourage orchardists for adoption of Organic farming.
- Dissemination of latest technology to the farmers through awareness cum training programmes, demonstrations, audio visual aids, electronic and print media, exposure visits, Kissan Melas, awards and incentives etc.
- To improve the Rural economy and socio-economic condition of the farming community and to explore new possibilities for high economic activity in the Horticulture sector.

Our Clients: Farming community.

Services Rendered:

- Popularization of High yielding cultivars of Fruit Crops.
- Popularization of improved technology in the field of Fruit Production and Preservation.
- Supply of improved quality planting material
- Training of farmers
- Grant of license for Registration of Fruit Plant Nurseries
- Analysis of soil nutrition and issuance of soil health cards
- "Jammu Horticulture" App launched for welfare of farming community
- Any other service which is the need of the hour for the welfare of farming community.

Schemes Under Implementation:

➤ **Centrally Sponsored Schemes**

- Mission for Integrated Development of Horticulture (MIDH)
- Pradhan Mantri Development Package (PMDP)
- Rashtriya Krishi Vikas Yojana(RKVY)
- Sub Mission on Agriculture Extension (SAME)
- Pradhan Mantri Krishi Sinchayee Yojna (PMSKY)
- Sub- Mission on Agriculture Mechanization (SMAM)
- National e-Governance Plan Agriculture
- Tree Borne Oilseeds- NFSM

➤ **UT Sector Scheme**

- **CAPEX Budget**

All categories of farmers /orchardists to be provided technical service facilities with regard to establishment of new orchards and other management practices related to development of Horticulture. Following staff is provided at Divisional/District and Horticulture Zone /Block level for the benefit of the farmers:

<i>Level</i>	<i>Name of the Service</i>	<i>Designation of the posts</i>	<i>Remarks</i>
Divisional	Processing/ Preservation	Chief Canning & Processing Instructor	To organize/ supervise six months and one month's training course in Fruit & Vegetable Processing/ Preservation other related activities.
	Soil and Leaf Testing	Analyst	Free service to fruit growers for analysis of soil and issuance of soil health cards.
	Nursery Registration/ Establishment of Nursery	Nursery Registration Officer, Horti. Dev. Officers, Nursery Registration Inspector	Registration of Fruit Plant Nursery under Private Sector and to provide free technical guidance for establishment of such nurseries including providing of bud/scion wood of known pedigree/ performance.
	Information & Publicity	Horticulture Information & Publication Officers, Horticulture Development Officers	To organize fruit shows, crop competitions, farmers training/ awareness camps and to give wide publicity through print media in respect of various Horticulture Development Programmes including Pest and Disease Management.

District	Input & Extension Service	Chief Horticulture Officer, District Horticulture Officer, Subject Matter Specialists	To supervise and monitor all the horticulture activities/ programmes of the department including providing of technical guidance to the farmers at the district level.
	Processing/ Preservation	Manager-cum-Chemist	To conduct one month's training course in fruit and vegetable preservation/ processing. Demonstration of fruit & Veg. processing in and outside the fruit preservation centres.
Horticulture Zone/Block/Panchayat Level	Extension Service	<ul style="list-style-type: none"> i) Horticulture Development Officer ii) Horticulture Technician Grade-II/ III iii) Horticulture Technician Grade-II (SKCC) iv) Horticulture Technician Grade-IV 	The staff is provided at Horticulture Zonal/ Block Level to provide technical guidance to the farmers right from layout of orchards upto picking and packing of fruits including other management practices.

MODE OF SERVICE DELIVERY:

The above said services/assistance can be claimed by the citizen having or wish to develop the above detailed activities through a simple procedure by contacting Horticulture Development Officers at Block Level, Chief Horticulture Officer at District Level and Directorate of Horticulture at Divisional Level.

ONLINE LICENSING SERVICE

S.No.	Services/ Transactions	Responsible Person	Process/ Document required	Fee		
				Category	Mode	Amount
1.	Grant of Licence for registration/ renewal of fruit nurseries	CHO/ HDO of the concerned District and NRO	As per online services hosted on jk.gov.in/ jkservices/ home	Fresh	Online payment	Rs.1000/-
				Renewal	-do-	Rs.500/-

TIME TO BE TAKEN FOR THE SERVICE DELIVERY:

There is no specific schedule for the delivery of above said services, the citizen are served immediately on the spot when in contact for extension services but for getting assistance a procedural time is taken.

SERVICES INCLUDED IN THE J&K PUBLIC SERVICES GUARANTEE ACT, 2011

S.No.	Name of the Service	Designated Officer	Stipulated time for providing service	First appellate authority	Second appellate authority
1.	Grant of License for registration/ renewal of fruit nurseries	NRO	35 days	Dy. Director Horticulture	Director Horticulture
2.	Advisory service on plant nutrition through leaf analysis	Soil Analyst	20 days	Dy. Director Horticulture	Director Horticulture
3.	Issuance of Horticulture passbook	HDO	15 days	CHO	Director Horticulture
4.	Soil Sample Analysis and issue of Health Card	Soil Analyst	35 days	Dy. Director Horticulture	Director Horticulture

GRIEVANCES/REDRESS MECHANISM:

At District level, Chief Horticulture Officer and at Divisional Level, Director Horticulture can be contacted for taking help for the smooth delivery of the services claimed or for any poor service or any inordinate delay in getting the required service.

The list of Horticulture Officers with contact numbers for ready reference is as under: -

S.No.	Name of the Officer	Designation	Contact No.
	S/Sh.		
1.	Ms Ankita Sharma	Dy. Director (Central) Jammu (jammuhorticulture@gmail.com)	0191-2554219(O), 9419991984(M)
2.	Sarabjeet Singh	Chief Horti. Officer, Jammu (chiefhorticultureofficer.jammu@gmail.com)	0191-2554354(O), 8082602605(M), 8493982430(M)
3.	Ashwani Sharma	Chief Horticulture Officer, Samba (chosambahorti@gmail.com)	01923-246920(O) 9419691155 (M)
4.	Sushil Kumar Angurana	Chief Horticulture Officer, Kathua (chokathua@gmail.com)	01922-234679(O), 9419152628(M)
5.	Salil Gupta	Chief Horticulture Officer, Udhampur (choudhampur123@gmail.com)	01992-272551(O), 9419295529(M)
6.	Satveer Singh	Chief Horticulture Officer, Poonch (poonchcho274@gmail.com)	01965-220165(O) 9469754945 (M)

7.	Mushtaq Ahmed Wani	I/c Chief Horticulture Officer, Kishtwar (chiefkishtwar@gmail.com)	01995-259801(O) 9622032640 (M)
8.	Brij Vallabh Gupta	Chief Horticulture Officer, Reasi (hortireasi@gmail.com)	01991-245659 (O) 9419160862(M)
9.	Madan Lal	Chief Horticulture Officer, Rajouri (chorajouri@gmail.com)	01962-263404(O) 7006692308(M)
10.	Vaishnokant Gupta	Chief Horticulture Officer, Ramban (choramban@gmail.com)	9419126508(M)
11.	R.K. Kotwal	Chief Horticulture Officer, Doda (chiefhorticulturedoda@gmail.com)	01996-295006(O) 9419259575, 7889403879
12.	Vikas Anand	Chief Canning Instructor, Jammu (ccijammuchandnagar@gmail.com)	0191-2579072O), 9419131943 (M)
13.	Rajesh Dhar	Farm Manager, ACHD, Ramban (fmachdrbn@gmail.com)	9419270135 (M)
14.	Sanjeev Kumar	Horticulture Inf. & Pub. Officer, Jammu (hipojam@gmail.com)	9419197681(M)
15.	S. Gurdeep Singh Kapoor	I/c Analyst, SALAL, Jammu (salaljammu@gmail.com)	9697173389(M) 9622869529(M)
16.	Rajinder Kumar	Nursery Registration Officer (nrojammu@gmail.com)	2501727(O) 7006506486, 9419233282(M)
17.	Virinder Kumar	Divisional Manager (dmpp.hortijmu@gmail.com)	9419196455 (M)

It is expected that all the programmes/ schemes reaches to the farmers and they maintain close liaison with Departmental functionaries.