



Government of Jammu and Kashmir  
Directorate of Horticulture Planning & Marketing  
Narwal, Jammu.

**PUBLIC NOTICE**

The public of J&K Union Territory is hereby informed through the medium of this notice that the Government of India has launched a scheme **“Operation Green”** as a part of **“Atamnirbhar Bharat Abhiyan”**. The eligible beneficiaries can avail the benefits under the said scheme. The main objective of the scheme is to protect the growers of Fruits & Vegetables from making distress sale due to lockdown and reduce the post harvest losses. The scheme envisages quick evacuation of surplus production of Fruits & Vegetables from production area to consumption centre for the six months to moderate and check gluts and shortage. The salient features of the scheme are as below:-

- 50% subsidy on transportation from surplus production to deficient markets and
- 50% subsidy on storage, including cold storages;

**1) Eligible Crops:** – The detail of eligible fruits & vegetables crops district wise are as under:-

- *Apple, Almond, Pear, Mango, Banana, Guava, Kiwi, Lichi, Papaya, Citrus, Orange, Kinnow, Pineapple, Pomegranate and Jackfruit, French Beans, Bitter Gourd, Brinjal, Capsicum, Carrot, Cauliflower, Chillies (Green), Okra, Onion, Potato, Cucumber, Lemon and Tomato*

**2) Eligible Production Cluster:** - The list of districts for each crop mentioned in Serial No. 7.5 of Horticulture Statistics at Glance 2018 published by Ministry of Agriculture (available at the website [agricoop.nic.in](http://agricoop.nic.in)) will be taken as eligible production clusters subject to meeting the criterion of essential conditions.

<b>S. No</b>	<b>Name of Eligible Fruits &amp; Vegetables Crops</b>	<b>Name of the District</b>
1	Almond	1. Budgam 2. Baramulla
2	Apple	1. Baramulla 2. Shopian 3. Kulgam 4. Anantnag
3	Walnut <b>(Not Notified yet under Operation Greens)</b>	1. Anantnag 2. Kulgam 3. Doda 4. Poonch 5. Budgam 6. Shopian 7. Kishtwar
4	Capsicum	1. Udhampur 2. Jammu 3. Ramban
5	Carrot	1. Samba 2. Kathua 3. Jammu
6	Cucumber	1. Jammu 2. Poonch 3. Rajouri 4. Doda
7	Okra	1. Jammu 2. Samba 3. Kathua
8	Radish	1. Jammu 2. Samba 3. Rajouri 4. Udhampur
9	Pear	1. Jammu 2. Kathua 3. Udhampur 4. Anantnag 5. Baramulla 6. Srinagar

10	Orange	<ol style="list-style-type: none"> <li>1. Jammu</li> <li>2. Udhampur</li> <li>3. Kathua</li> <li>4. Rajouri</li> <li>5. Srinagar</li> </ol>
11	Kknow	<ol style="list-style-type: none"> <li><b>1.</b> Jammu</li> <li><b>2.</b> Kathua</li> <li><b>3.</b> Udhampur</li> <li><b>4.</b> Rajouri</li> </ol>
12	Lemon	<ol style="list-style-type: none"> <li>1. Jammu</li> <li>2. Udhampur</li> <li>3. Kathua</li> <li>4. Srinagar</li> <li>5. Rajouri</li> </ol>

**3) Duration of Scheme:** – The scheme is valid **for the period of six months** from the date of notification i.e. 11.06.2020.

**4) Eligible entities / Agencies:** - The claim of subsidy can be raised by the following eligible entities / agencies:-

- Food Processors
- Farmer Producer Organizations (FPOs) / Farmer Producer Companies (FPCs)
- Co-operative Societies
- Individual farmers
- Licensed Commission Agent,
- Exporters
- State Marketing / Co-operative Federation
- Retailers' etc. engaged in processing / marketing of fruits and vegetables.

**5. Implementing Agencies:-** The scheme also envisages that the following Implementing Agencies:-

**A) Central Government Agencies:-**

- National Agricultural Cooperative Marketing Federation of India Ltd

(NAFED)

- Container Corporation of India Limited (CONCOR) and

**B. State Level Agencies:-**

- State Agri Industries Corporation (In case of J&K UT AGRO Industries)
- Agri Marketing Federation (In case of J&K UT Horticulture Produce Marketing Cooperation)

**6) Method / Pattern of Assistance:** - Ministry will **provide subsidy @ 50 % of the cost of the following two components**, subject to the cost norms:

- Transportation of eligible crops from surplus production cluster to consumption center; and/or
- Hiring of appropriate storage facilities for eligible crops **(for maximum period of 3 months)**
- Any incidental expenses or taxes, such as GST and other taxes levied at State/Central level will not be considered for the purpose of subsidy.

**7) Terms and Conditions / Essential conditions:** The terms and conditions for claiming the subsidy: -

a) Price in the notified production clusters shall meet any one of the following conditions:-

- Price fall below preceding 3 years' average market price at the time of harvest
- Price fall more than 15% compared to last year market price at the time of harvest
- Price fall less than the benchmark price for procurement, if any, fixed by the State/Central Government for a specified period – (for the benchmark cost we can consider the rates notified under Market Intervention Scheme (MIS) during the peak harvest season i.e.

September, October and November 2020) (Copy Enclosed as Annexure A, B, C)

- b) Procurement to be made directly from farmers, FPO/FPC, Co-operative Society or Licensed Commission Agent and payment should be made **only through Banking Channel:-**
- c) Minimum quantity to be procured and transported/stored per applicant (may consist of one or more than notified crops) will be as under:-
- 100 MT for FPO/FPC, Co-operative, Individual farmers
  - 500 MT for Food Processor, Exporter, Licensed Commission Agent
  - 1,000 MT for Retailers, State Marketing/Co-operative Federation
- (The problem with regard to the Minimum Quantity will be bottleneck in the implementation of the scheme)**
- d) Eligible Criterion for Transportation: minimum distance from notified surplus production clusters to consumption centre, processing plant, retail outlet, or ports/ airport/ICD/CFS in India, as the case may be (by road, railway or air):
- 100 Km for Food Processor, FPO/FPC, Co-operative, Individual farmer, Licensed Commission Agent, Exporter
  - 250 Km for Retailers, State Marketing/Co-operative Federation
- e) Storage at licensed warehouse or Cold Storage may be at notified production clusters, consumption centers or any place en-route consumption center
- f) Payment for transportation and storage charges should be made **only through Banking Channel**
- g) Maximum admissible subsidy amount per applicant will be **Rs. 1 crore during the entire period of 6 months**
- h) For Food Processors, eligible quantity of procurement of crops for subsidy

purpose will be capped with reference to **installed capacity of their processing plant.**

i) No application should be made **after completion of three months from the date of Transport or Storage invoice**, as the case may be.

**8) Submission of claim for subsidy** – Eligible entities, who comply with the aforesaid essential criteria may undertake the transportation and/or storage of notified crops from notified surplus production cluster, without any prior approval from MoFPI and thereafter submit their claim on online portal **[https://www.sampada-mofpi.gov.in/OPGS\\_Subsidy/SubsidyReg.aspx](https://www.sampada-mofpi.gov.in/OPGS_Subsidy/SubsidyReg.aspx)**. They need to fill the requisite information in the claim form and upload the self-certified supporting documents on the portal. **The applicant should register on the portal before carrying out transportation / storage of fruits and vegetables.**

**The steps for registration on the portal are:-**

- Click on the portal address
- Application form under Operation Greens opens for registration as **Annexure ‘A’**.

**9) Category – wise weekly summary of claims will be generated and shared with the concerned agencies, as indicated below for the comments. If the comments are not received within 15 days, it will be presumed by the Ministry of MoFPI that they don't have to offer any comments and the claim will be settled based on the merit of the case:**

<b>S. No.</b>	<b>Category</b>	<b>Nodal Agency</b>
1	Food Processor	Ministry of Food Processing Industries (MoFPI)

2	Farmer Producer Organizations (FPO) / Farmer Producer Company (FPC)	Small Farmers Agribusiness Consortium (SFAC) / Ministry of Food Processing Industries (MoFPI)
3	Co-operative Society	National Cooperative Development Cooperation (NCDC) / Ministry of Food Processing Industries (MoFPI)
4	Individual farmer	State Marketing dept
5	Licensed Commission Agent	State Marketing dept
6	Exporter	The Agricultural and Processed Food Products Export Development Authority (APEDA)
7	State Marketing/ Co-operative Federation	Ministry of Food Processing Industries (MoFPI)
8	Retailer	Ministry of Food Processing Industries (MoFPI)

**10) List of supporting documents:** - The applicant will make online submission of the claim for release of subsidy (for transportation and storage) in prescribed format along with the following supporting documents:

- Purchase Invoice for eligible crops from the notified production cluster;
- Farmer's detail from whom crop has been procured;
- Sale / Transfer Invoice for eligible crop to consumption center/ plant / port / retail outlet;
- Transport Invoice & Receipt, and other relevant documents showing payment made for the transportation of crops such as Weighbridge receipts, Toll plaza receipt, Geo-tag photographs (with truck no. date

and time).

- Storage Invoice & Receipt showing payment made for the storage of the crop such as Weighbridge receipts, Geo-tag photographs (with truck no. date and time), Rent/Lease Agreement.
- Copy of bank statement showing payment made to the farmers, transport charge and/or storage charge;

**11) Structure of Rates for transportation and Storage Charges:-**The scheme also envisages cost norms for subsidy on transportation and storage charges as under:-

**A) Transport Charge:-**

- Normal Truck Rate: - Rs. 2.84 per MT per Km
- Reefer Van Rate: - ₹ 5 per MT per Km

*In case of transportation by Railway and Air, the actual freight amount charged by the Indian Railway and Air India will be considered as eligible cost.*

**B) Storage Charge:-**

- Warehouse Rate: - Rs. 345 per MT per season
- Cold Storage Rate:- Rs. 2,000 per MT per season
- *Maximum period of three months will be considered for subsidy towards hiring of appropriate storage facilities for eligible crops*

*Sd/-*

**(Imam Din) KA§**

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