



**GOVERNMENT OF JAMMU AND KASHMIR**  
**DIRECTORATE OF HORTICULTURE PLANNING & MARKETING**  
**NARWAL JAMMU**

**PUBLIC NOTICE**

It is to inform that Government of India has extended price stabilisation and interventions under **“Operation Greens” (Top to Total)** scheme for majority of Fruits & vegetables grown in Jammu and Kashmir to extend support to farmers / traders etc.

The initiative is aimed to support the 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 under **“AtmaNirbhar Bharat Abhiyan”** in order to prevent distress sales/ Price stabilisation interventions under **“Operation Green”** (Top to Total) for a period of 6 months, the Fruit & Vegetables notified in J&K are Apple, Almond, Capsicum, Pear, Carrot, Cucumber, Okra, Orange, Kinnow and Lemon.

The scheme envisages for providing 50 % subsidy to the following components of trade / marketing:

- For Cost of transportation of notified crops from production clusters to consumption centres as per distance / Criterion of Production.
- For cost of hiring appropriate storage facilities for a period upto 3 months for notified crops
- The benefit can be availed only if the price of crops fall below the average of last three years or 15% below last year price

In view of the above, the stakeholders / beneficiaries are informed to approach the respective registration counters / offices of Area Marketing Officers concerned or can visit our official website i.e. [www.jkdhpm.in](http://www.jkdhpm.in) for detailed guidelines. The beneficiaries can also register directly on web portal i.e. <https://mofpi.nic.in/>

Sd/-  
Joint Director  
Horticulture (P&M)