




**Government of Jammu and Kashmir**  
**Directorate of Horticulture Planning and Marketing**  
**Narwal Jammu**

Subject: - Operation Green and Proposal thereof for UT of J&K

ORDER NO. 131-DHPM OF 2020

DATED. 08.06.2020

In continuation to this office order no. 129-DHPM of 2020 dated. 05.06.2020, joint Director Horticulture Planning & Marketing J&K Jammu shall be overall in-charge of the committee so constituted and Deputy Director Horticulture Planning & Marketing Kashmir shall assist in consolidation of the report and the report shall be sent to this Directorate by or before 9<sup>th</sup> June 2020 without fail for further necessary action. Copy of the above referred Order is enclosed for reference.

  
(Imam Din) KAS  
DIRECTOR

Horticulture Planning & Marketing  
J&K Government Jammu

No: - DHPM/201/Mktg/2020-2021/427-35 Dated. 08.06.2020

Copy to the:-

1. Principal Secretary to Government Horticulture Department J&K Civil Sectt. Jammu for favour of information.
2. OSD to Hon'ble Advisor Shri K. K. Sharma for favour of information of the Hon'ble Advisor.
3. Joint Director Horticulture Planning & Marketing J&K Jammu for information and compliance
4. Deputy Director Horticulture Planning & Marketing Jammu for information
5. Deputy Director Horticulture Planning & Marketing Kashmir for information and compliance
6. Assistant Director Marketing Horticulture Planning & Marketing Jammu for information and compliance
7. Assistant Director Planning Horticulture Planning & Marketing for information and compliance
8. Area Marketing Officer Horticulture Planning & Marketing Budgam for information and compliance
9. Office Order file
10. Concerned file



**Government of Jammu and Kashmir**  
**Directorate of Horticulture Planning and Marketing**  
**Narwal Jammu**

Subject: - "Operation Green" and Proposal thereof for UT of J&K

ORDER NO. 129 -DHPM OF 2020  
DATED. 05 .06.2020

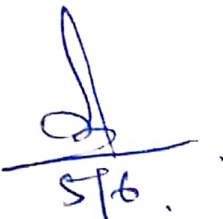
The Union Finance Minister announced that "**Operation Green**" will be extended to all Fruits and Vegetables. The scheme will features a 50% subsidy on transportation from surplus to deficient Markets and 50% subsidy on storages including Cold Storages.

In this regard, a committee of following officers is hereby constituted to work out various parameters and proposal thereof for different agricultural commodities particularly apple, cherry, strawberry and other crops for submission to the Ministry of Food Processing & Industries Government of India for extending the benefit of the scheme to the UT of J&K.

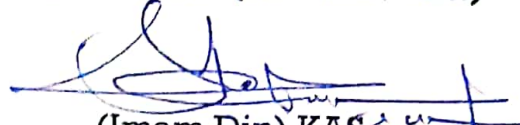
S. No	Name of the Officer Mr. / Mrs.	Designation
1.	Arvind Panjotra	I/C Assistant Director (Marketing)
2.	Shama Manzoor	I/C Assistant Director (Planning)
3.	Syed Sarwat Ali	I/C Area Marketing Officer Budgam

A preliminary analysis of the "**Operation Green**" reveals that the following data / parameter are required for framing the proposal. The above committee will submit the proposal along with feasibility report to this office by or before 9<sup>th</sup> of June 2020 positively for onward submission to the higher authorities.

1. Season of different fruits produced in J&K with production to be covered.
2. Nature of fruit commodities i.e. highly perishable, perishable and less perishable.
3. Price index during the year for different fruits and vegetables.
4. Markets from where fruits and vegetables commodities of J&K are exported / sold to other parts of India and abroad.

  
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5. Storage facilities in J&K i.e. Cold Storage, C.A. Storages, warehouses and Scientific Warehouses.
6. Prospects of storages in non production marketing area.
7. Consumer preferences analysis (index) during off season (demand / sales)

  
(Imam Din) KAS  
DIRECTOR

Horticulture Planning & Marketing  
J&K Government Jammu

No: - DHPM/201/Mktg/2020-2021/ 397-404 Dated. 05.06.2020

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1. Principal Secretary to Government Horticulture Department J&K Civil Sectt. Jammu for favour of information.
2. OSD to Hon'ble Advisor Shri K. K. Sharma for favour of information of the Hon'ble Advisor.
3. Deputy Director Horticulture Planning & Marketing Jammu for information
4. Deputy Director Horticulture Planning & Marketing Kashmir for information
5. Assistant Director Marketing Horticulture Planning & Marketing Jammu for information and compliance
6. Assistant Director Planning Horticulture Planning & Marketing for information and compliance
7. Area Marketing Officer Horticulture Planning & Marketing Budgam for information and compliance