



कृषि और प्रसंस्कृत खाद्य उत्पाद  
निर्यात विकास प्राधिकरण  
(वाणिज्य एवं उद्योग मंत्रालय, भारत सरकार)

**Agricultural and Processed Food Products  
Export Development Authority**  
(Ministry of Commerce & Industry, Govt. of India)

FFV-VIP-2020-21-000072

19.10.2020

Subject: Operation Green- Aatmanirbhar Bharat Abhiyan.

Aatmanirbhar Bharat Abhiyan, Government of India has announced a new initiative to support farmers who are growers of seasonal fruits and vegetables. In order to prevent distress sales, Price stabilization interventions under Central Sector Scheme – “Operation Greens” has been extended from Tomato, Onion and Potato (TOP) to all notified fruits and vegetables (TOTAL) for a period of six months on a pilot basis with effect from 11.06.2020.

Under the scheme, Ministry of Food Processing Industries will provide subsidy @ 50% of the cost of transportation of notified crops from production clusters to consumption centers and /or the cost of hiring of appropriate storage facilities for a period of upto 3 months for notified crops, if the price of that product falls below the average price for the last three years by 15% below the last year's price.

The detailed operational guidelines of the scheme and the list of eligible crops, products clusters & trigger price are uploaded on Ministry of Food Processing Industries, Govt. of India website: [www.mofpi.nic.in](http://www.mofpi.nic.in). The online portal for registration and applying under the scheme is available at [https://sampada-mofpi.gov.in/OPGS\\_Subsidy/subsidy\\_Reg.aspx](https://sampada-mofpi.gov.in/OPGS_Subsidy/subsidy_Reg.aspx).

**APEDA urges registered exporters to make use of this opportunity to overcome price distress of fresh horticulture products. The Exporters may like to avail the benefits of the scheme.**

Regards,

U. K. Vats  
General Manager  
APEDA

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