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 by15% 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. The online portal for registration and applying under the scheme is available at 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