

Operation Greens

August 4, 2021

In news- The Union Minister of State for Consumer Affairs, Food and Public Distribution stated that as on 19th July 2021, total subsidy of Rs.47.66 crore has been released as part of Atma Nirbhar Bharat Abhiyan under Operation Greens scheme.

About Operation Greens scheme

- The scheme was **announced in the budget speech of 2018-19.**
- It seeks to **stabilize the supply of Tomato, Onion and Potato (TOP) crops** and to ensure availability of TOP crops throughout the country round the year without price volatility.
- **The Ministry of Food Processing Industries has launched the scheme.**
- National Agricultural Cooperative Marketing Federation of India Ltd. **(NAFED) is the Nodal Agency to implement price stabilisation measures.**
- It aims to promote Farmer Producers Organizations (FPO), Agri-logistics, processing facilities and professional management of agri-produce.
- The scheme was **extended during June 2020 to cover all fruits & vegetables (TOTAL) for a period of six months on pilot basis** as part of Atma Nirbhar Bharat Abhiyan.

Objectives

- Enhancing value realization of TOP farmers.
- Price stabilization for producers and consumers.
- Reduction in post-harvest losses.
- Increase in food processing capacities and value addition in TOP value chain.
- Setting up of a market intelligence network to collect

and collate real time data on demand and supply and price of TOP crops.

Eligible Entities:

Food Processors, Farmer Producer Organizations (FPO), Co-operative Societies, Individual farmers, Licensed Commission Agent, Exporters, State Marketing/Co-operative Federation, companies, Self-help groups, food processors, logistic operators, service providers, supply chain operators, Retailers etc. engaged in processing/ marketing of fruits and vegetables.

Strategy of the scheme

The strategy will comprise of a series of measures as decided by the Ministry which include:

1. **Short term Price Stabilisation Measures** : MoFPI will provide 50% of the subsidy on the following two components:
 - Transportation of Tomato Onion Potato(TOP) Crops from production to storage;
 - Hiring of appropriate storage facilities for TOP Crops;
- **Long Term Integrated value chain development projects**
 - Capacity Building of FPOs & their consortium
 - Quality production
 - Post-harvest processing facilities
 - Agri-Logistics
 - Marketing / Consumption Points
 - Creation and Management of e-platform for demand and supply management of TOP Crops.

Pattern of assistance

- The pattern of assistance will comprise of grants-in-aid at the rate of 50% of the eligible project cost in all

areas, subject to maximum Rs. 50 crores per project.

- However, in case where PIA is/are FPO(s), the grant-in-aid will be at the rate of 70% of the eligible project cost in all areas, subject to maximum Rs. 50 crores per project.

National Agricultural Cooperative Marketing Federation of India Ltd.(NAFED)

- NAFED, an **apex Organisation under the Ministry of Agriculture**, deals with marketing cooperatives for agricultural produce in India.
- NAFED was **established on 2nd October 1958.**
- Registered under the Multi State Co-operative Societies Act.
- Object to promote Cooperative marketing of agricultural produce to benefit the farmers.
- Agricultural farmers are the main members of NAFED
- Agricultural farmers who have the authority to say in the form of members of the General Body in the working of NAFED.
- NAFED holds the Central Buffer of onions on behalf of the Union Government.
- Nafed is one of the central nodal agencies for 16 notified agricultural commodities of oilseeds, pulses and cotton under Price Support Scheme (PSS).