

PARVAZ Market Linkage Scheme

August 10, 2022

In news— The Government of Jammu & Kashmir has launched PARVAZ Market Linkage Scheme recently.

Key features of the scheme-

- The scheme was launched by the Government of J&K with an **aim to create market linkage support for the shipment of Agriculture and Horticulture perishables** being harvested in Jammu and Kashmir through Air Cargo.
- Under the scheme, **25 per cent subsidy on freight charges is given** for carrying perishable fruits harvested in Jammu and Kashmir for shipment through Air Cargo.
- The subsidy is provided to farmers through DBT mode.
- **Jammu & Kashmir Horticultural Produce Marketing and Processing Corporation (JKHPMC), the implementing agency of the scheme** is regularly creating awareness among the farmers about the significance of this scheme so that an ample number of them can take benefit from it.
- The documentation work related to the scheme has been made easy besides the subsidy for the farmers provided under the scheme is timely paid to the farmers.
- This scheme tends to benefit the farmers by doubling their income thereby ensuring their economic and social welfare.
- Under the scheme the farmers will get the price of their produce directly in their bank account with no intermediary in between.