



KAMARAJ IAS ACADEMY
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Market Linkage scheme 'PARVAZ'

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The innovative Market Linkage scheme- PARVAZ was launched in 2021 by the Government 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 ample number of them can take benefit from it.

This scheme tends to benefit the farmers by doubling their income thereby ensuring their economic and social welfare the scheme the farmers will get the price of their produce directly in their bank account with no intermediary in between.

The scheme could be adopted by Animal, Sheep Husbandry and Fisheries Departments for milk based perishables and Trout fish subject to availability of funds.

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